



# 2017 OFFICIAL CITIZEN SURVEY





- 1 We surveyed Cottonwood Heights residents via an online survey sent to the resident panel we recruited last year.
- 2 Average city service ratings have improved across the board for the services we measured—including a large jump in evaluations of snow removal.
- 3 Residents report more commercial and recreational activity in the city than outside of Cottonwood Heights.
- 4 Traffic conditions on major thoroughfares and street maintenance are the biggest traffic concerns for most residents.
- 5 A majority of residents would be willing to pay anywhere from \$25-100 per year for parks & open spaces or increased street maintenance, although there is some evidence of price sensitivity.
- 6 About half of residents are aware of ADUs in their neighborhoods, and among those residents, 37% have favorable opinions. Another 36% have unfavorable opinions. The most popular approach to addressing the ADU issue is amending the city code.

# THINGS TO REMEMBER

# SURVEY METHODOLOGY

# SURVEY METHODOLOGY



Sampling frame of Cottonwood Heights residents consisted of a universe of citizen panelists recruited from a list of registered voters in the city, with additional invitations sent to new residents to account for panel attrition and ensure a representative sample.

6%

Among 1,291 opt-in panelists from last year's survey, we received 583 completed surveys. To supplement our sample, we sent an additional 9,795 email invitations to residents, and 190 citizens responded by completing online surveys. This results in a response rate of approximately 6% overall. Each email address could respond only once.

+4  
-

673 interviews among an estimated adult population of 44k results in a margin of error for the survey of plus or minus 4 percentage points. Responses were weighted to better approximate city demographic composition.



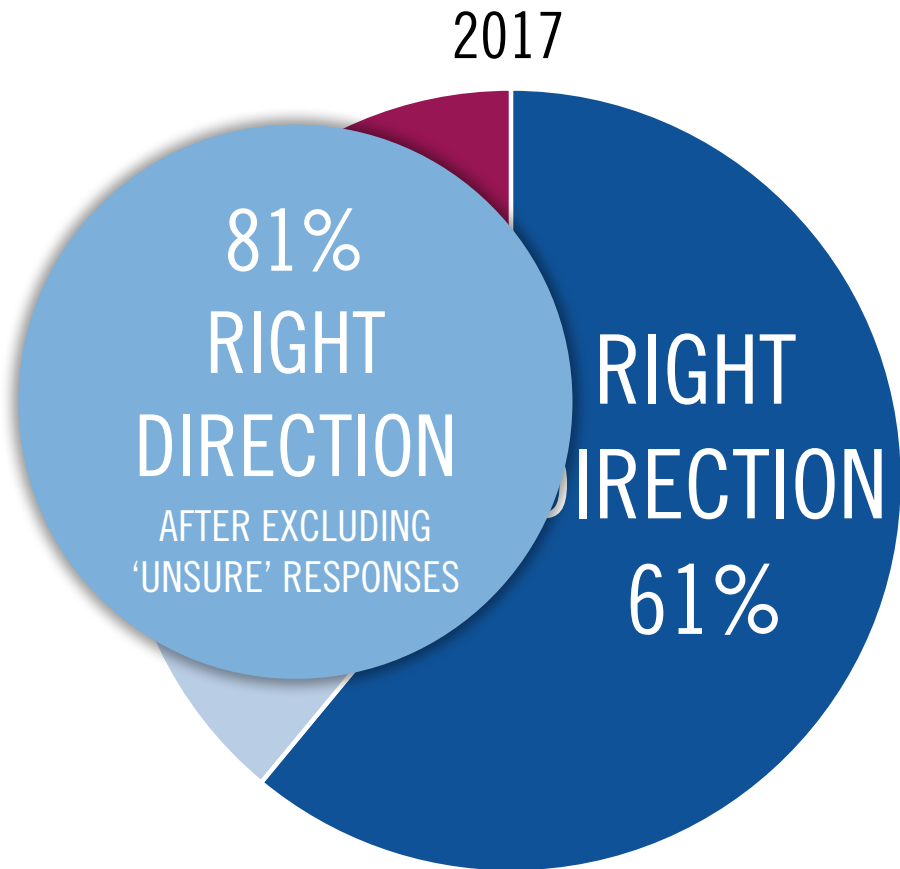
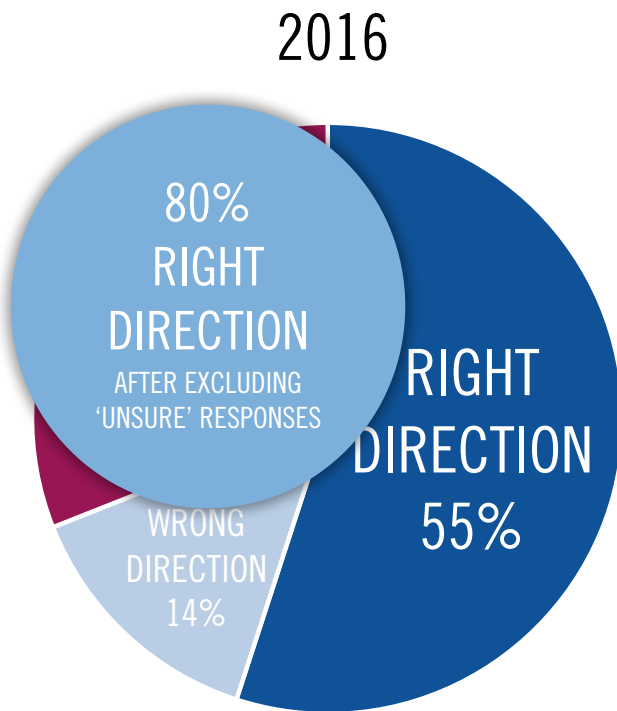
# CITY DIRECTION & PERCEPTIONS

# DIRECTION OF THE CITY

A strong majority of residents say the city is headed in the right direction. Those who are unsure outweigh those with negative views.

Q

*Overall, would you say the city of Cottonwood Heights is headed in the right direction or the wrong direction?*

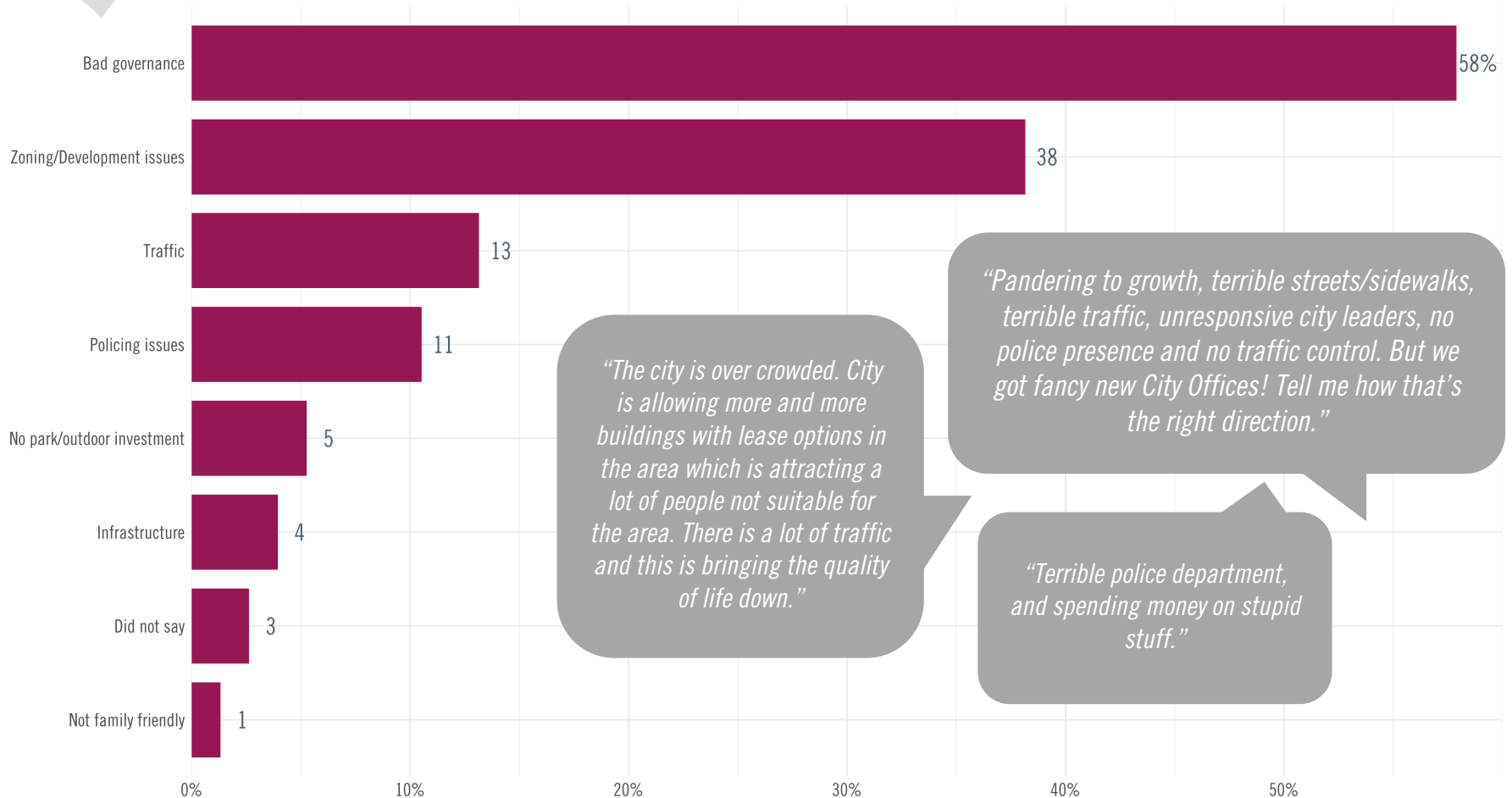


# WRONG DIRECTION FOLLOW UP

Among the 14% of residents who are concerned about the direction of the city, a majority mentioned issues with the government and more than one-third mentioned zoning or development issues.

Q

*Earlier in this survey, you indicated that you believe Cottonwood Heights is headed in the wrong direction. In the text box below, please briefly describe the ways you believe the City is headed in the wrong direction.*

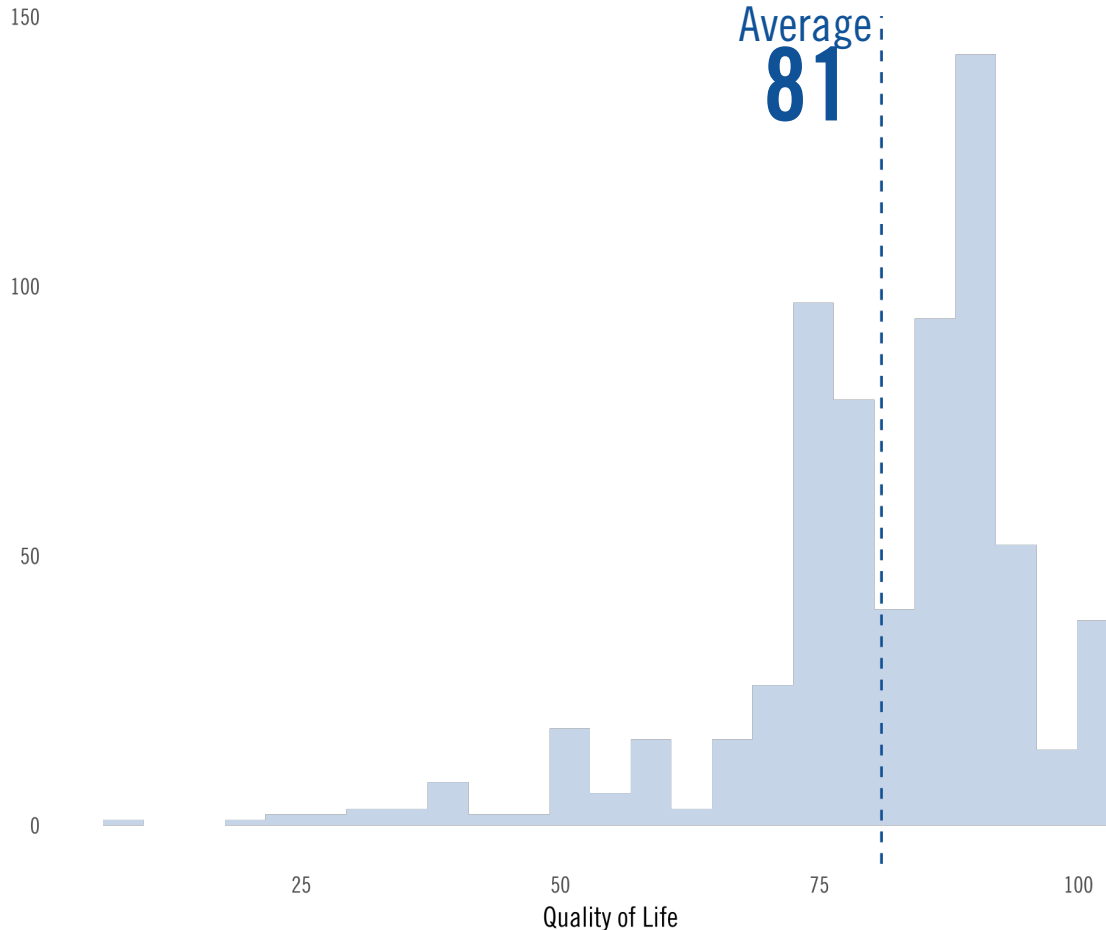


# QUALITY OF LIFE

Average quality of life is 81 on a 0-100 scale, within the margin of error of last year's 80-point average rating.

Q

*All things considered, on a scale from 0 to 100, with 0 being very low and 100 being very high, how would you rate your overall quality of life in Cottonwood Heights?*

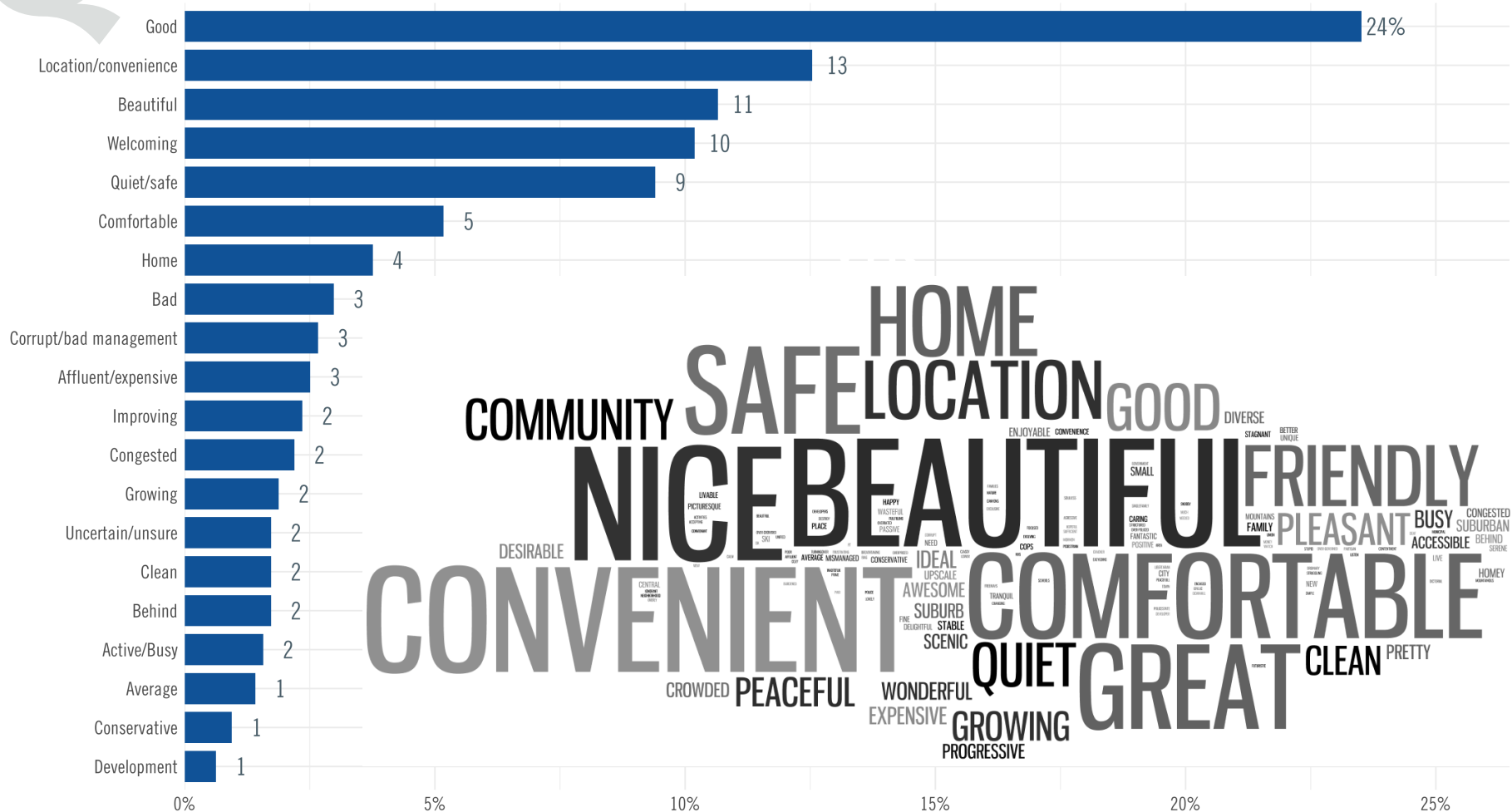


# ONE-WORD DESCRIPTION

Convenience, beauty, and generic positive adjectives are the most common descriptors for Cottonwood Heights.

Q

*If you could use one word to describe Cottonwood Heights, what would it be?*

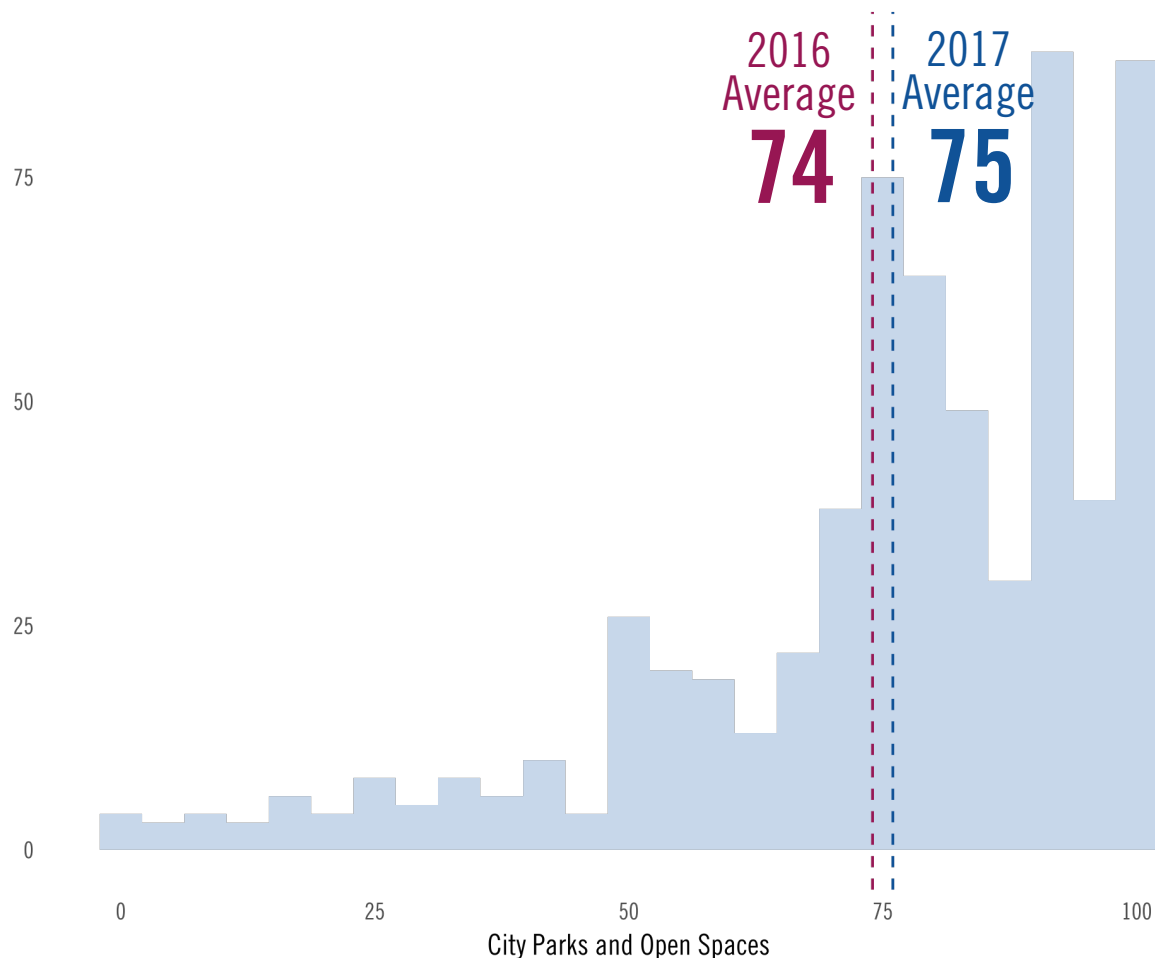


# CITY PARKS & OPEN SPACES

Ratings for city parks are largely stable compared to last year's evaluation, showing only a single point average increase from 2016.

Q

*Below is a list of just a few of the city services Cottonwood Heights provides to its residents. Please rate each of the following services based on your experiences with each service over the past 12 months, using a 0 to 100 scale with 0 meaning you are completely dissatisfied and 100 meaning you are completely satisfied with the service you've received in the past year. If you are unfamiliar with a service, select Not applicable.*

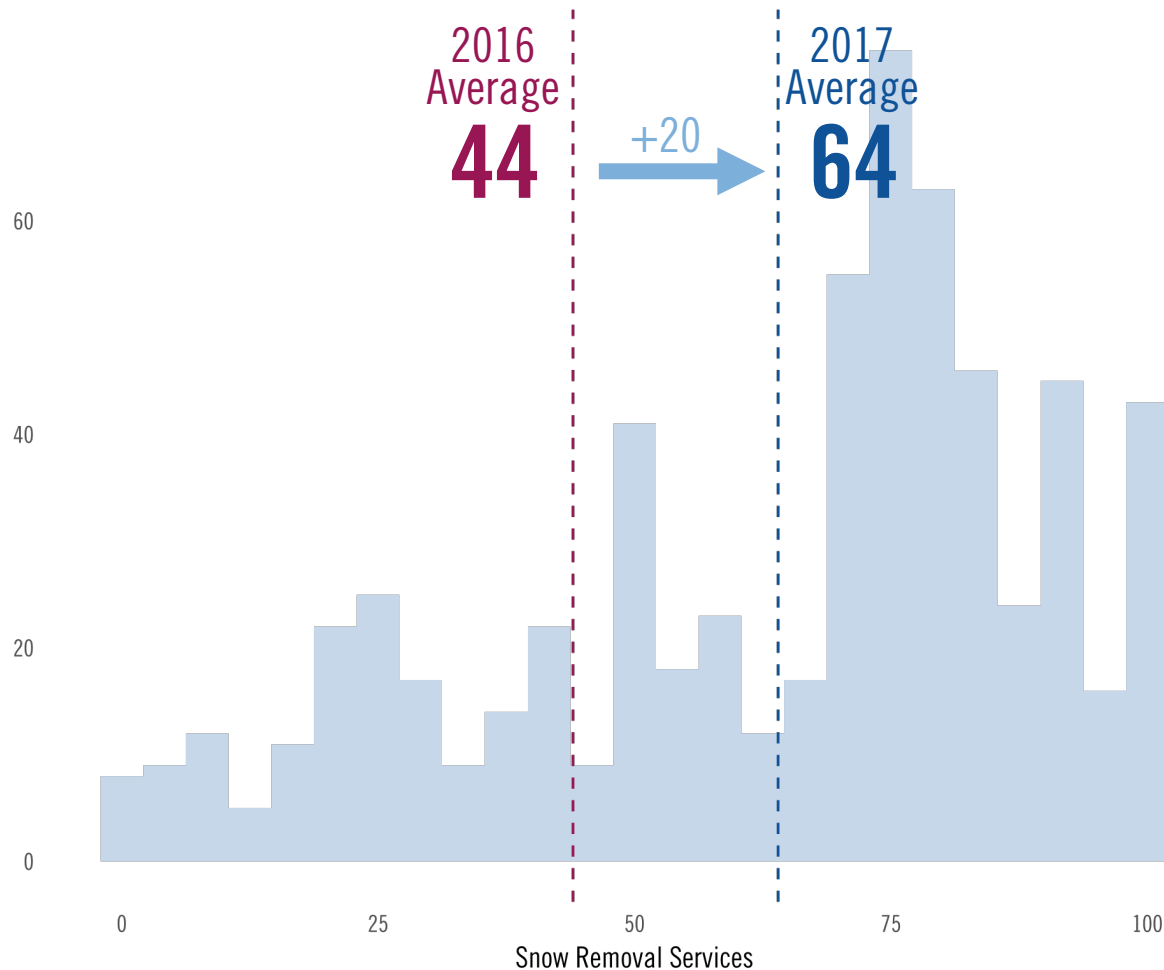


# SNOW REMOVAL SERVICES

Average ratings of snow removal services have improved drastically in the past year.

Q

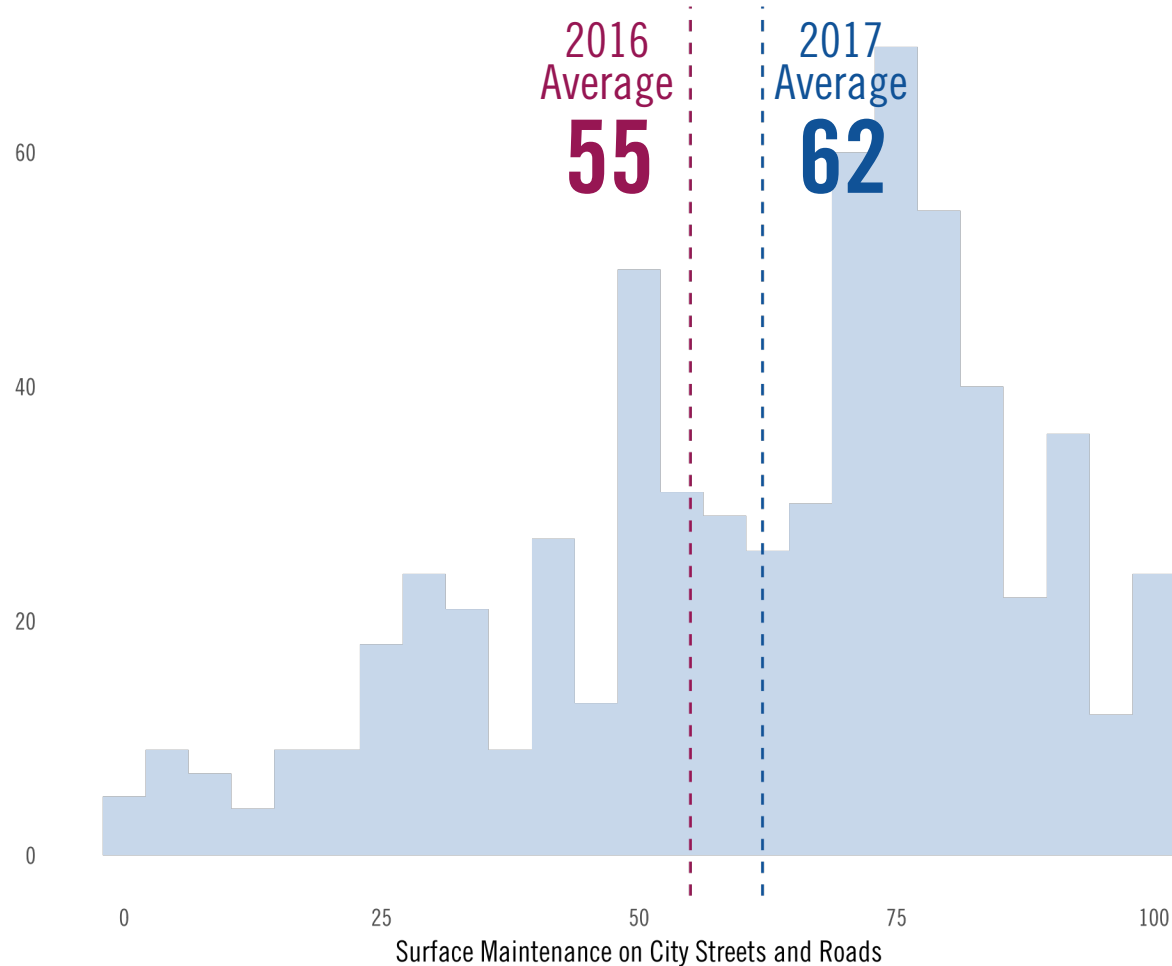
Below is a list of just a few of the city services Cottonwood Heights provides to its residents. Please rate each of the following services based on your experiences with each service over the past 12 months, using a 0 to 100 scale with 0 meaning you are completely dissatisfied and 100 meaning you are completely satisfied with the service you've received in the past year. If you are unfamiliar with a service, select Not applicable.



# STREET MAINTENANCE

Average ratings of street maintenance have improved from last year by 7 points on the 0-100 scale.

Q Below is a list of just a few of the city services Cottonwood Heights provides to its residents. Please rate each of the following services based on your experiences with each service over the past 12 months, using a 0 to 100 scale with 0 meaning you are completely dissatisfied and 100 meaning you are completely satisfied with the service you've received in the past year. If you are unfamiliar with a service, select Not applicable.



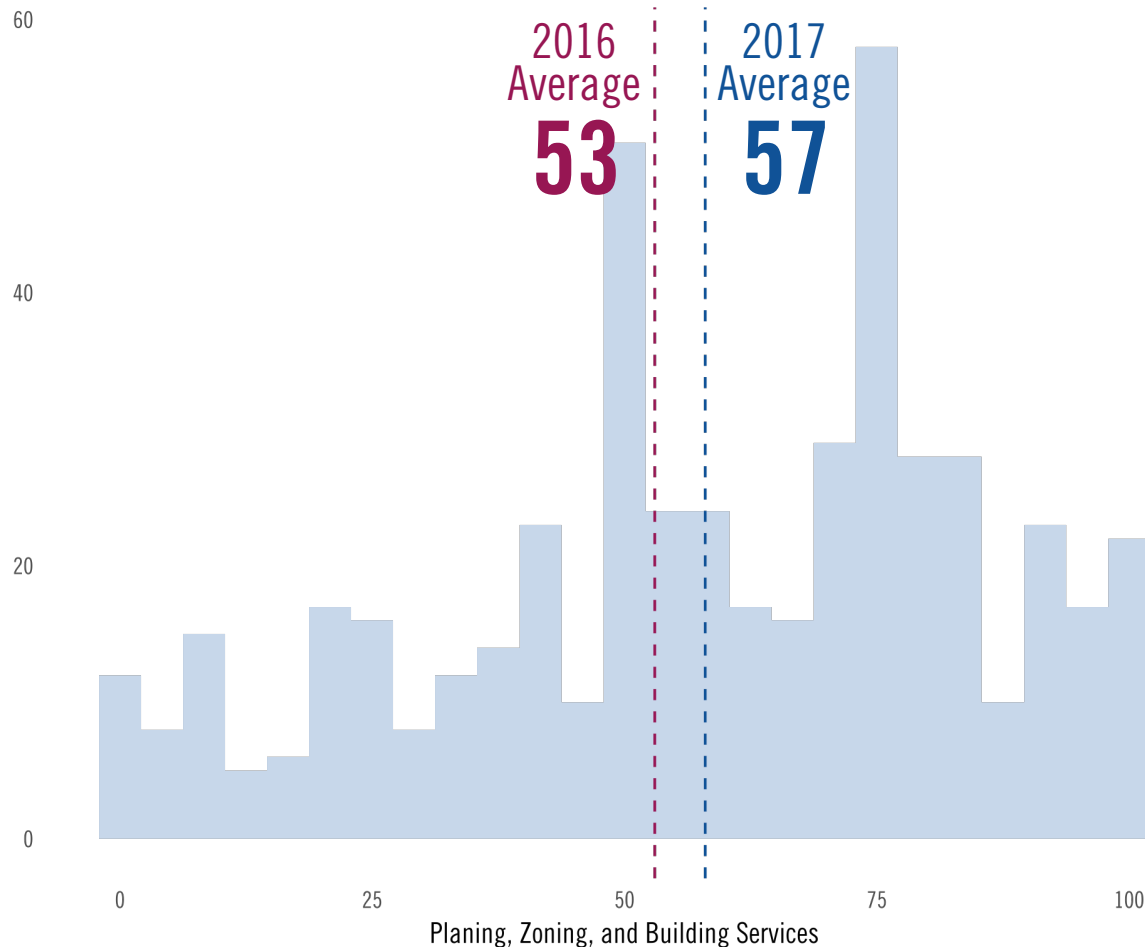


# PLANNING, ZONING, & BUILDING

Average ratings of planning & zoning have improved by 4 points compared to last year.

Q

Below is a list of just a few of the city services Cottonwood Heights provides to its residents. Please rate each of the following services based on your experiences with each service over the past 12 months, using a 0 to 100 scale with 0 meaning you are completely dissatisfied and 100 meaning you are completely satisfied with the service you've received in the past year. If you are unfamiliar with a service, select Not applicable.



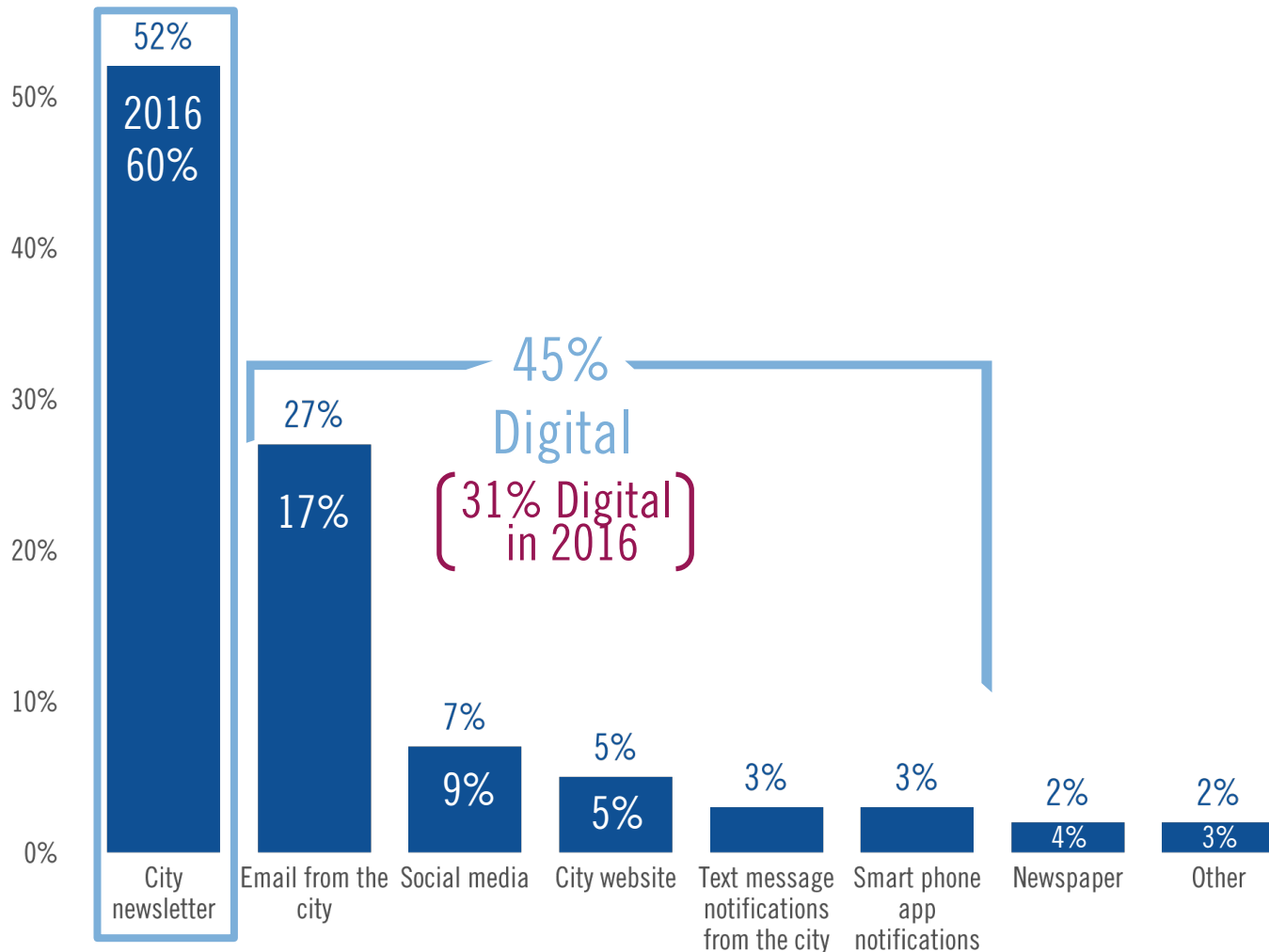
# COMMUNICATION PREFERENCES

# NEWS SOURCE

Most Cottonwood Heights residents prefer to receive their information about the city from the city newsletter, but this figure is down from last year. Another 45% prefer digital media.

Q

*From which source would you **prefer** to receive most of your information about the city of Cottonwood Heights?*



# NEWSLETTER FEATURES & SUGGESTED IMPROVEMENTS

Some residents like having a hard copy of the city newsletter because it is convenient, while others would prefer to receive a digital copy of the newsletter.

**Q** What makes the Cottonwood Heights city newsletter your preferred source of city information?

*"Doesn't require a computer or smartphone. I can read it when it's convenient."*

*"I already get a lot of emails and a hard copy I can read, put down, and pick up later."*

*"In this day and age, it's a pleasure to have a physical piece of paper to read."*

*"The articles are well written and timely."*

*"It is complete, up to date, and well done."*

**Q** What suggestions do you have for improving the Cottonwood Heights city newsletter?

*"I look forward to receiving the newsletter so I can stay up to date on what's happening. It would be nice if this wasn't my only source of info for city info."*

*"Digitize it."*

*"Be more transparent with plans and goals for the city. Ensure that residents are aware of major changes in their neighborhood and the city, and provide a place for them to share their views. Include reminder within the newsletter for residents to attend meetings, listen to meetings online, and to get involved."*

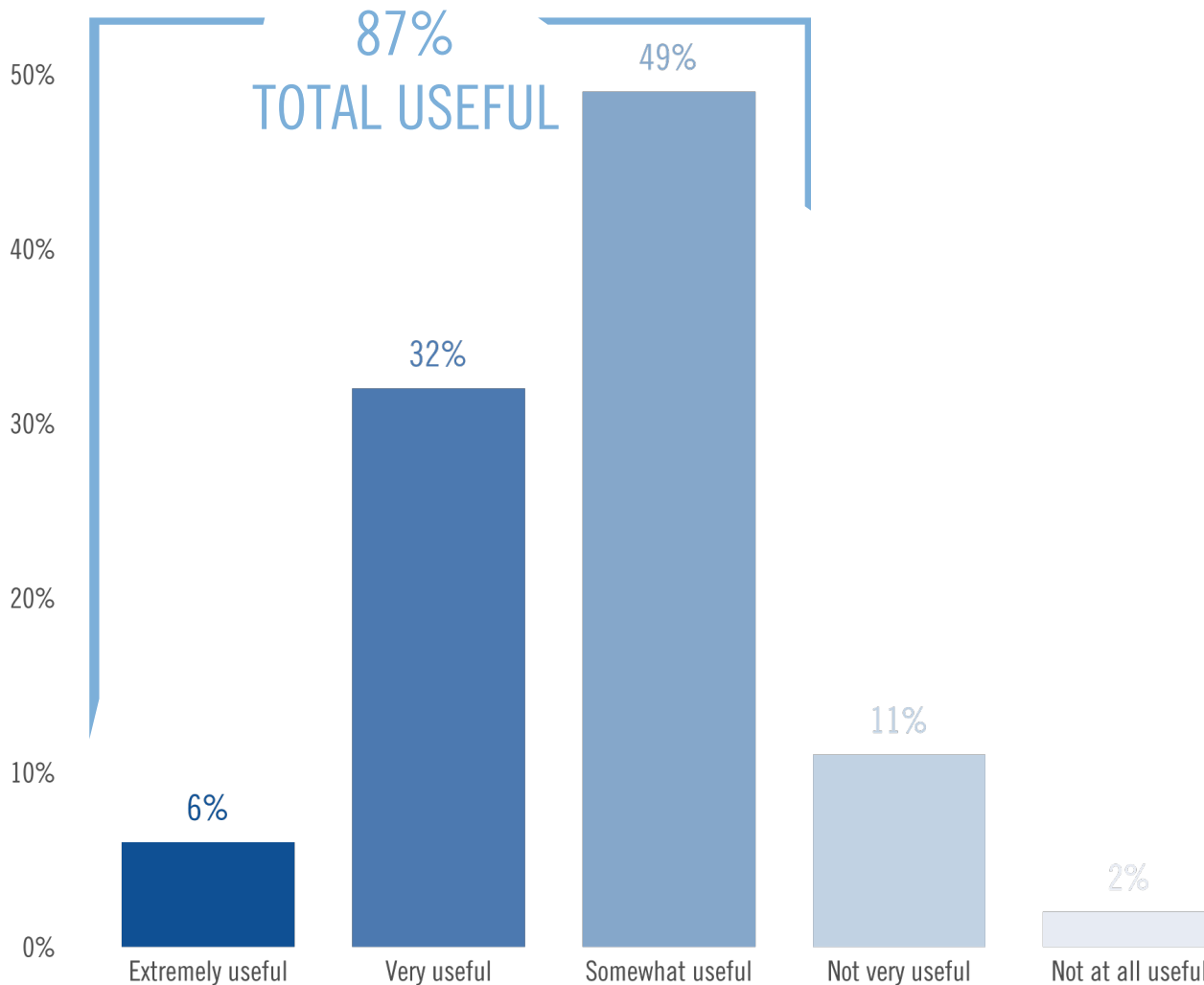
*"Include a point/counter point on critical issues facing the city. We have a number of diverse opinions and it may be interesting if done in an "Adult" way."*

# UTILITY

38% of residents say the communication they receive from the city is extremely or very useful.

Q

*How useful is the communication you currently receive from Cottonwood Heights for you, personally?*

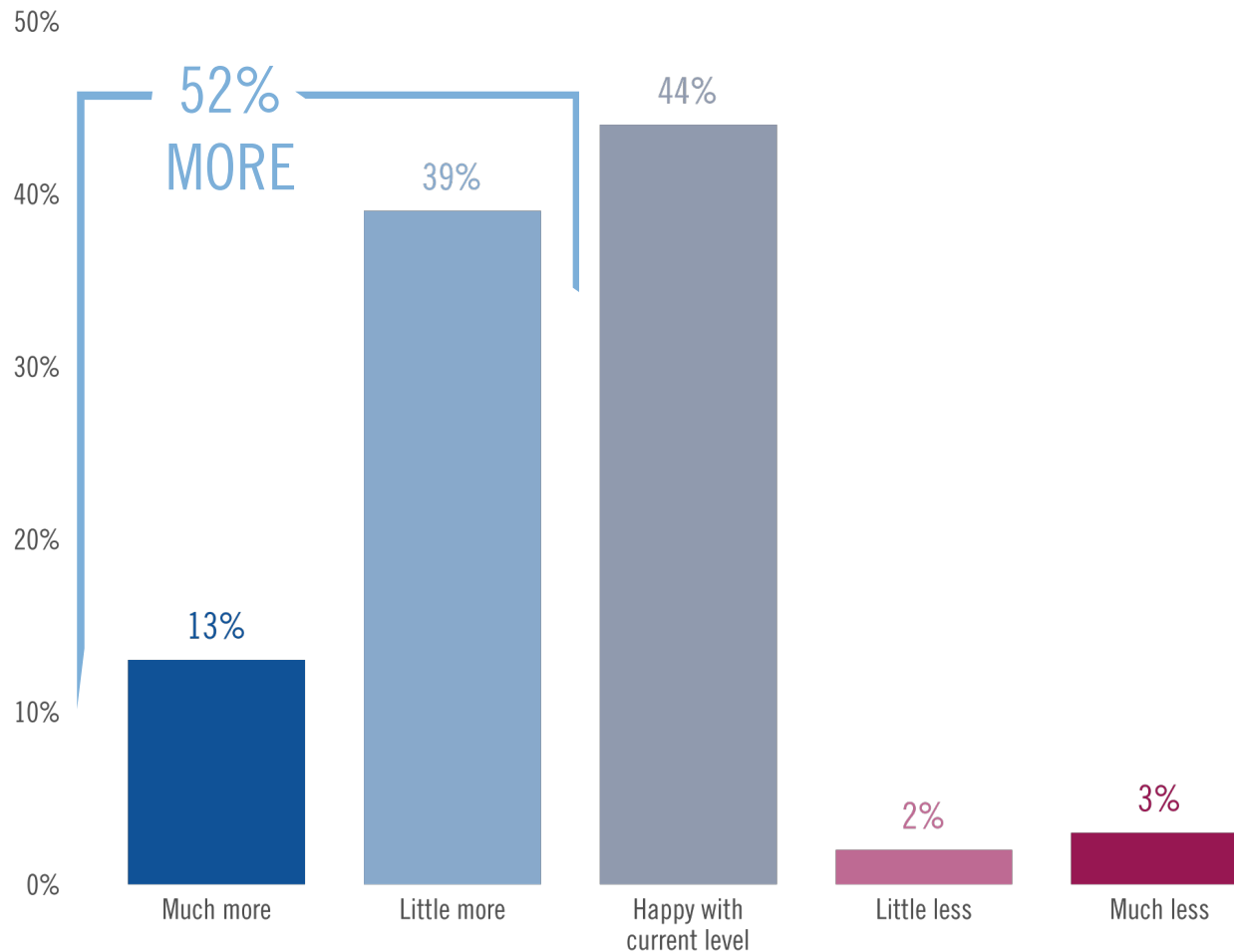


# PREFERRED LEVEL OF COMMUNICATION

52% of residents would prefer to receive some degree more communication from the city.

Q

*Would you prefer to receive more communication from Cottonwood Heights, less communication, or are you happy with the level of communication you currently receive from the City?*



# IMPROVING COMMUNICATION

Residents would generally like to see more information and transparency from the city.

Q

*What suggestions do you have for improving communication with Cottonwood Heights city residents?*

*"Give more information. Remember we chose Cottonwood Heights because of the feeling beauty and location. Stop taking the feeling away. Traffic is getting bad."*

*'Does the city have a system in place for emergency notifications? Text alerts? If not, I think this is a 21st century tool that would serve the public well in times of emergency (fires, earthquake, emergency road closures). If a system exists, it needs to be promoted more fully!'*

*"Let us know about crime such as packages being stolen from porches, home & vehicle break-ins, the source of gun shots recently heard (Thursday night 10/19 at 1 a.m.). Also, I couldn't find any info on some of the candidates for city council."*

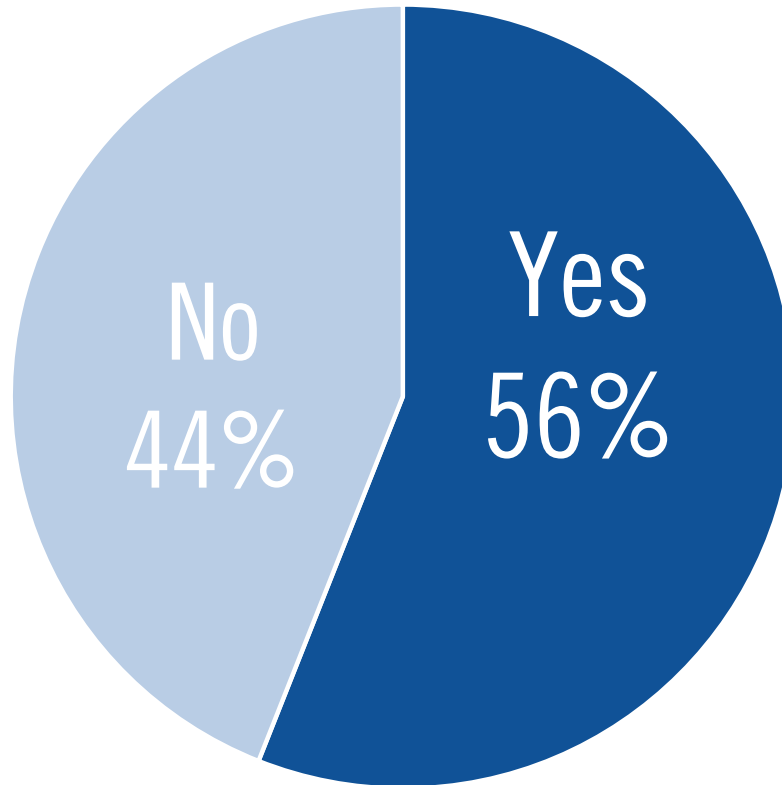
*"Be more transparent. It seems major decisions are made in secret and then sprung on the community."*

# WEBSITE VISITATION

More than half of residents have visited the city website in the past year.

Q

*Have you visited the Cottonwood Heights city website in the past year?*





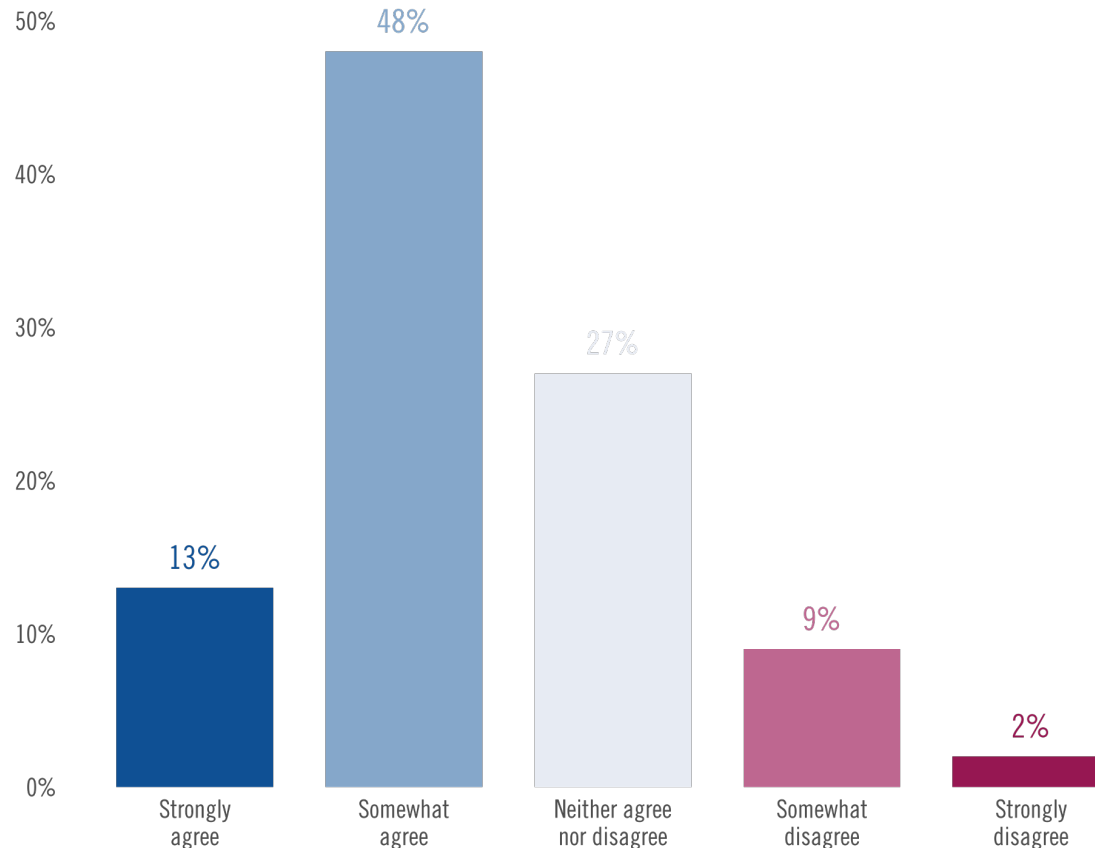
# USER FRIENDLINESS

61% of residents say the city website is user friendly.

Q

*To what extent do you agree or disagree with each of the following statements?*

The Cottonwood Heights city website is user friendly.



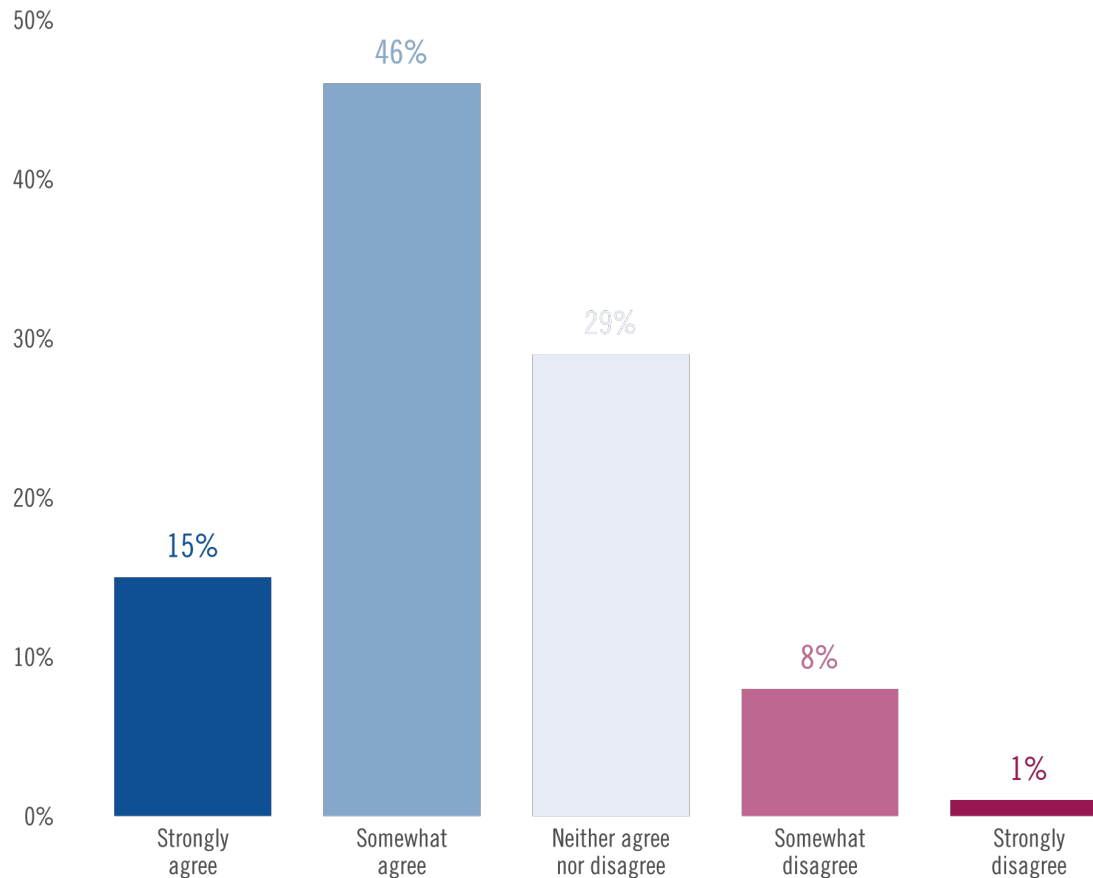
# ORGANIZATION

61% of residents also said the website is well organized.

Q

*To what extent do you agree or disagree with each of the following statements?*

The City website is well organized.



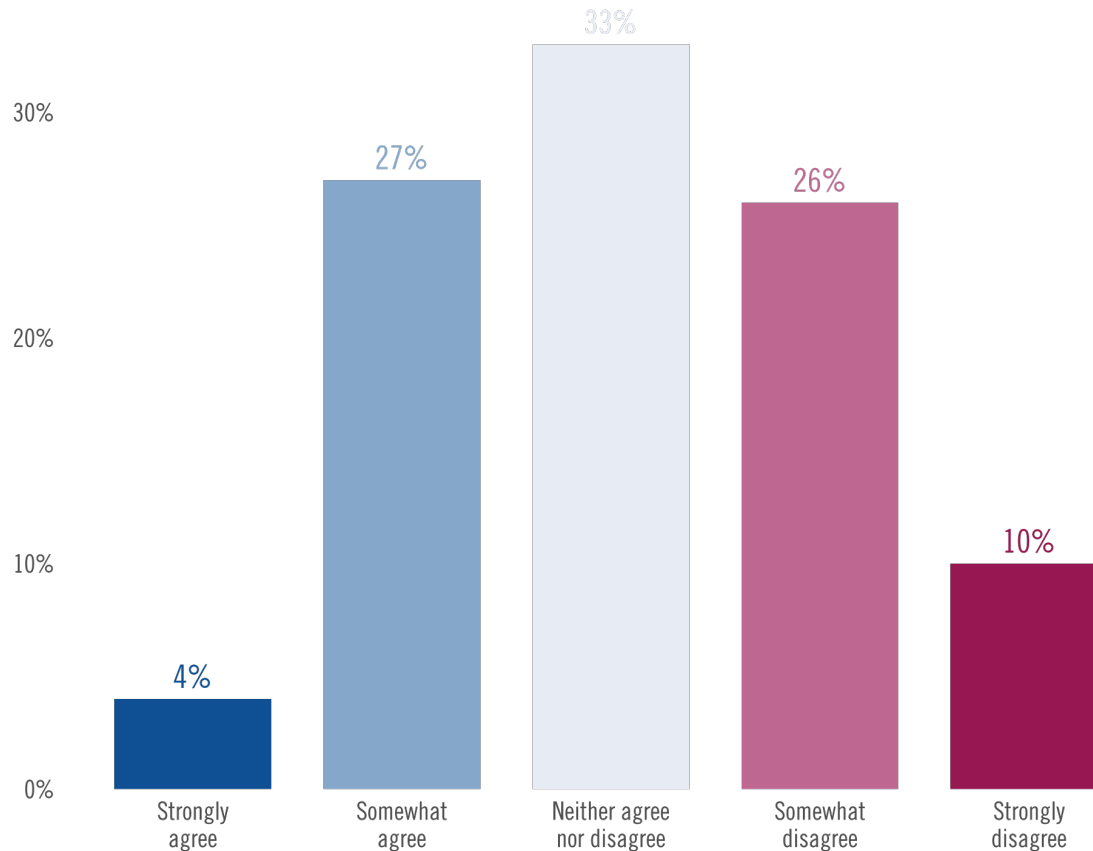
# FINDING INFORMATION

Conversely, 31% of residents said it is difficult to navigate the city website.

Q

*To what extent do you agree or disagree with each of the following statements?*

It is difficult to find the information I need on the City website.



# DIFFICULT INFORMATION TO FIND

Among the 31% of residents who said it was difficult to find information on the City website, residents mentioned having a hard time finding information about city events and activities, as well as zoning or policy information.

Q

*What information was difficult to find on the Cottonwood Heights City website?*

*"Looked for more information on "happenings" in Cottonwood Heights. There was very little there except for an explanation of what Butlerville days is."*

*"Zoning Info"*

*"Info about meetings and candidates."*

*"Rec center activities"*

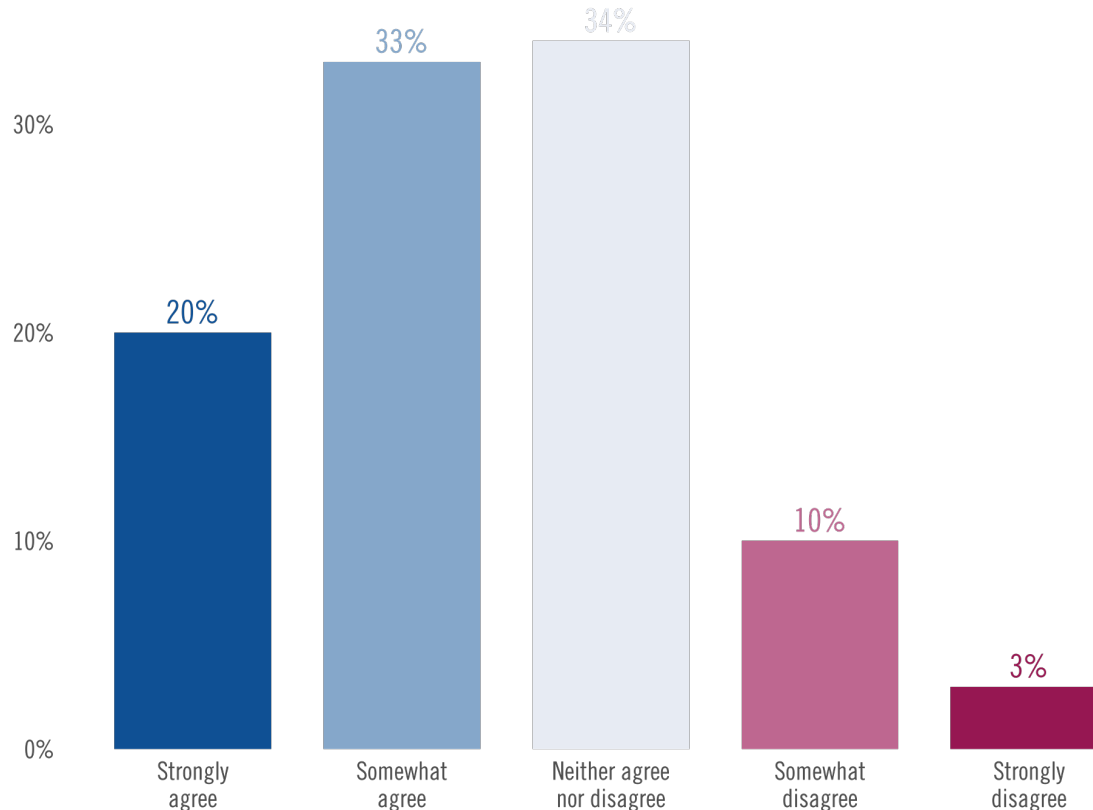
# RECOMMENDED RESOURCE

53% of residents say they would recommend the website to others as a helpful city resource.

Q

*To what extent do you agree or disagree with each of the following statements?*

I would recommend the City website to my friends and neighbors in Cottonwood Heights as a resource for information or city services.



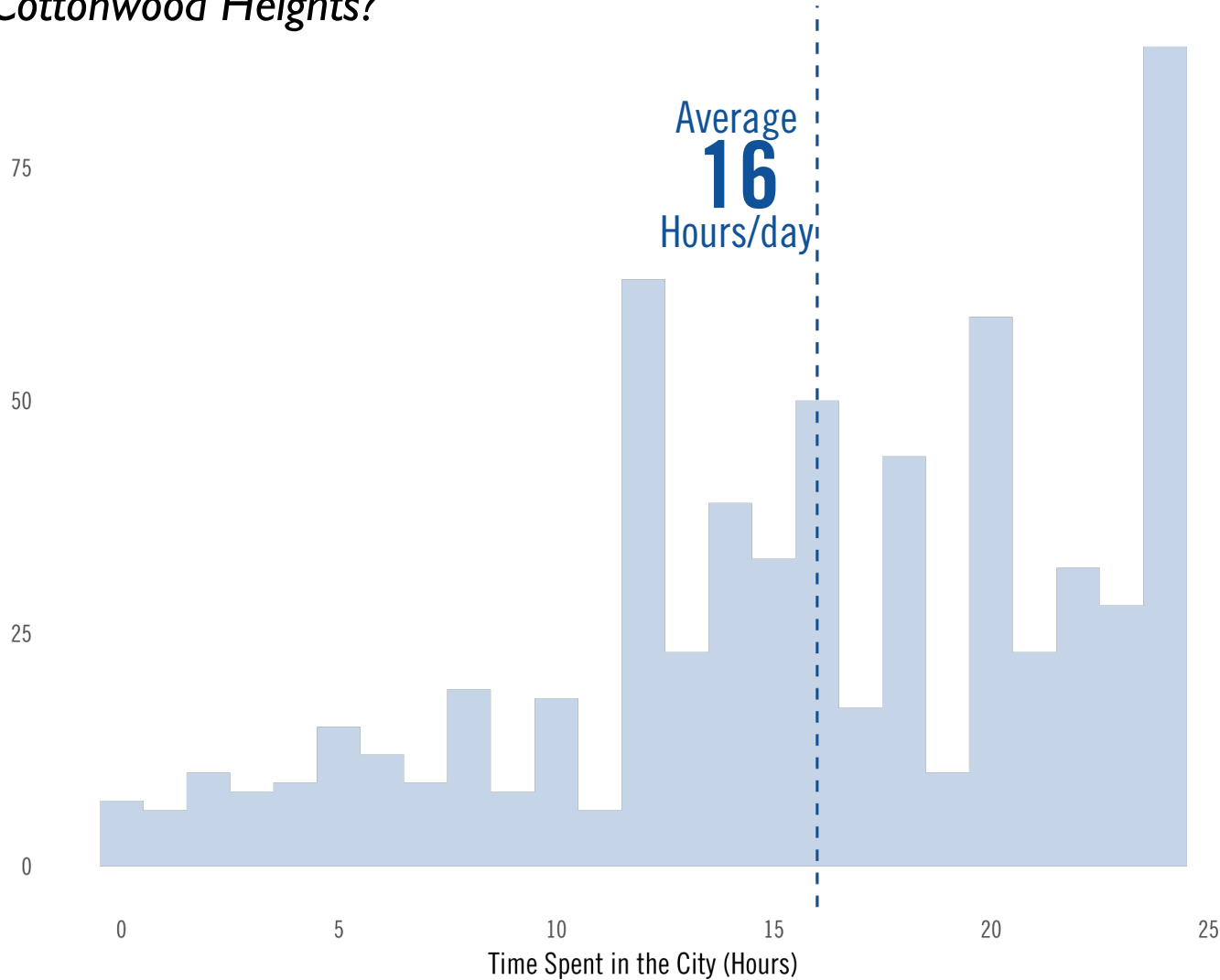
# COMMERCIAL & RECREATIONAL ACTIVITY

# TIME SPENT IN COTTONWOOD HEIGHTS

Residents spend an average of 16 hours per day inside Cottonwood Heights, but we see a considerable amount of variance here.

Q

*On the average weekday, how much time do you spend during the day in Cottonwood Heights?*

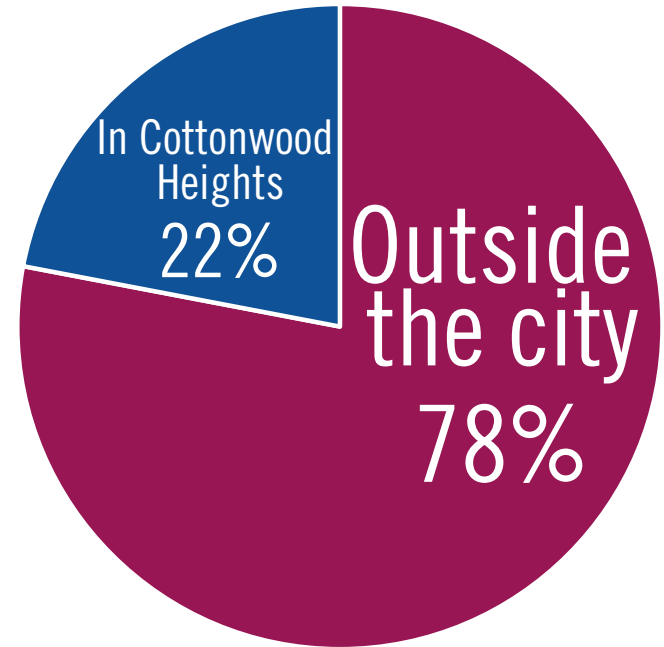
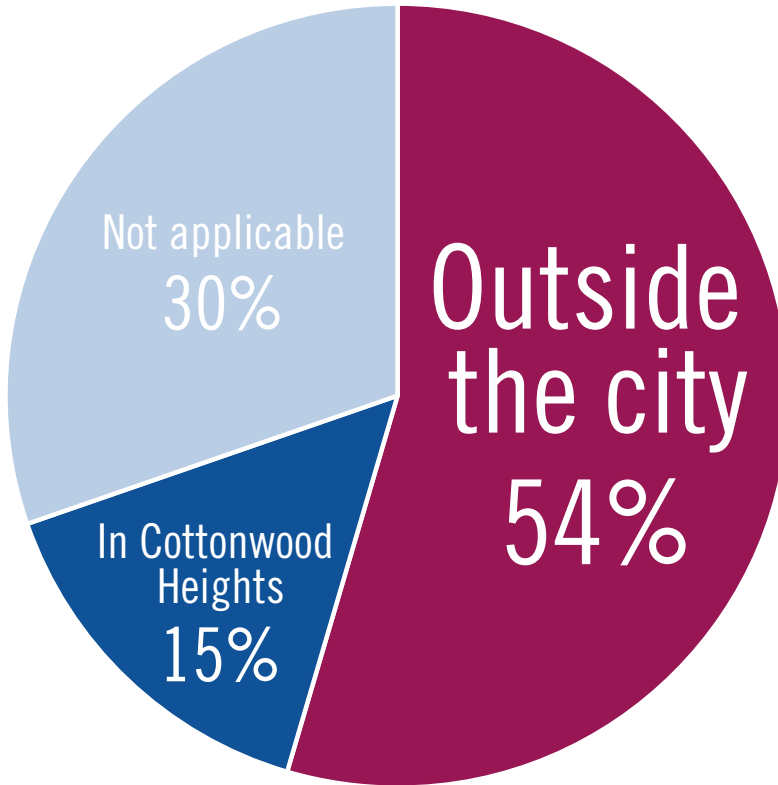


# WORKPLACE LOCATION

17% of Cottonwood Heights residents report being self-employed, 16% are retired, and 8% are homemakers, contributing to the large proportion of “not applicable” responses to this question. Setting this 30% aside, among the working population of the city, 78% of residents travel outside the city for work.

Q

*Do you work in Cottonwood Heights, or do you travel outside the city for work?*





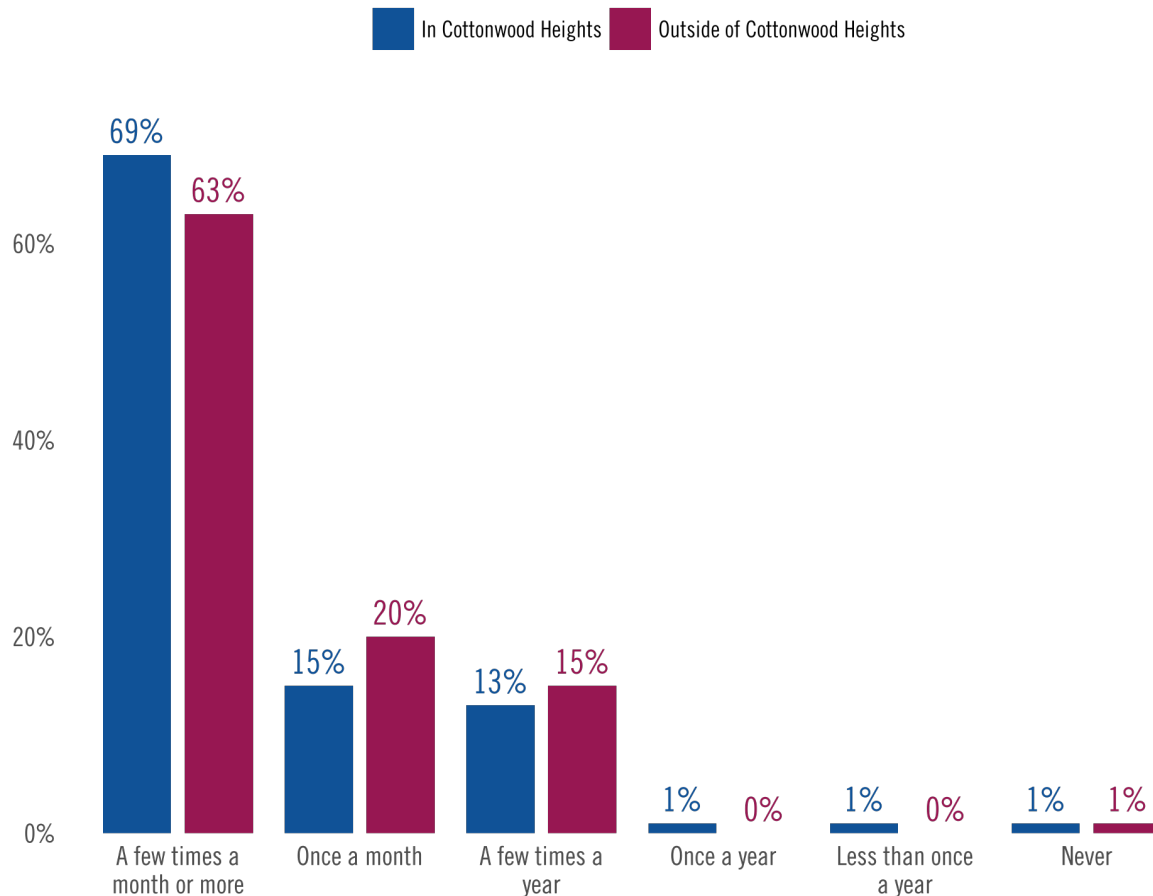
# RESTAURANTS

Residents eat at restaurants in the city slightly more frequently than they travel outside the city to eat.

Q

*How often do you or your family members do each of the following activities?*

Eat at a restaurant



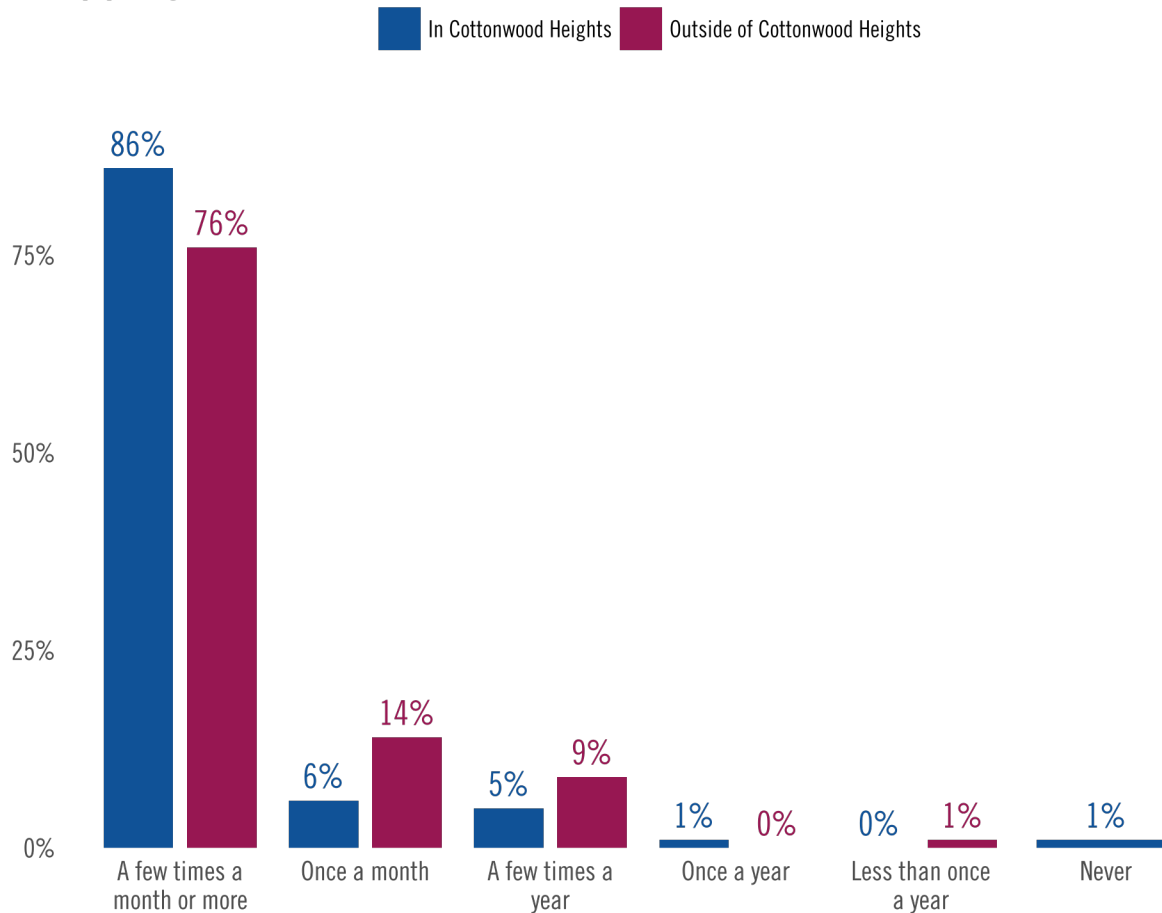
# SHOPPING

Residents report shopping in Cottonwood Heights more regularly than outside the city.

Q

*How often do you or your family members do each of the following activities?*

Go shopping



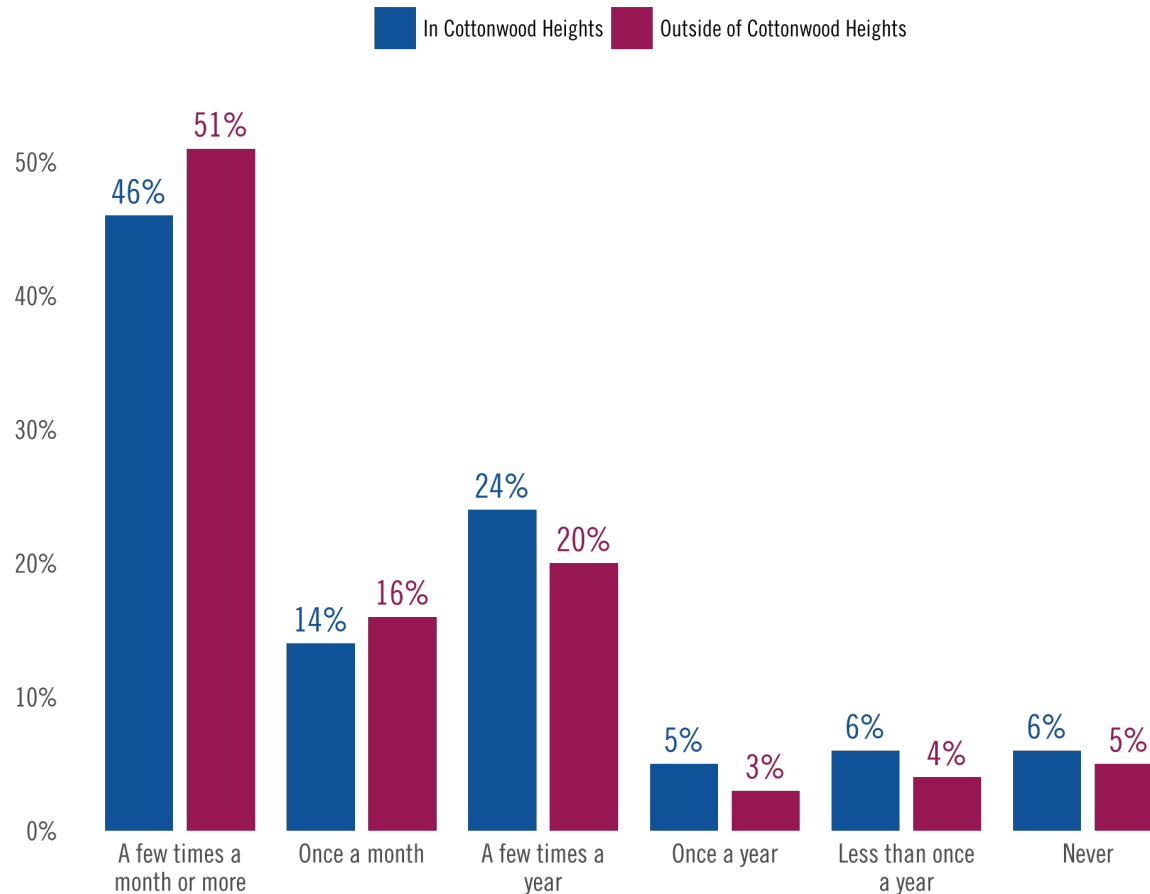
# BUSINESS VISIT

Residents tend to visit offices or businesses outside Cottonwood Heights more frequently than they visit those in the city.

Q

*How often do you or your family members do each of the following activities?*

Visit commercial offices or businesses



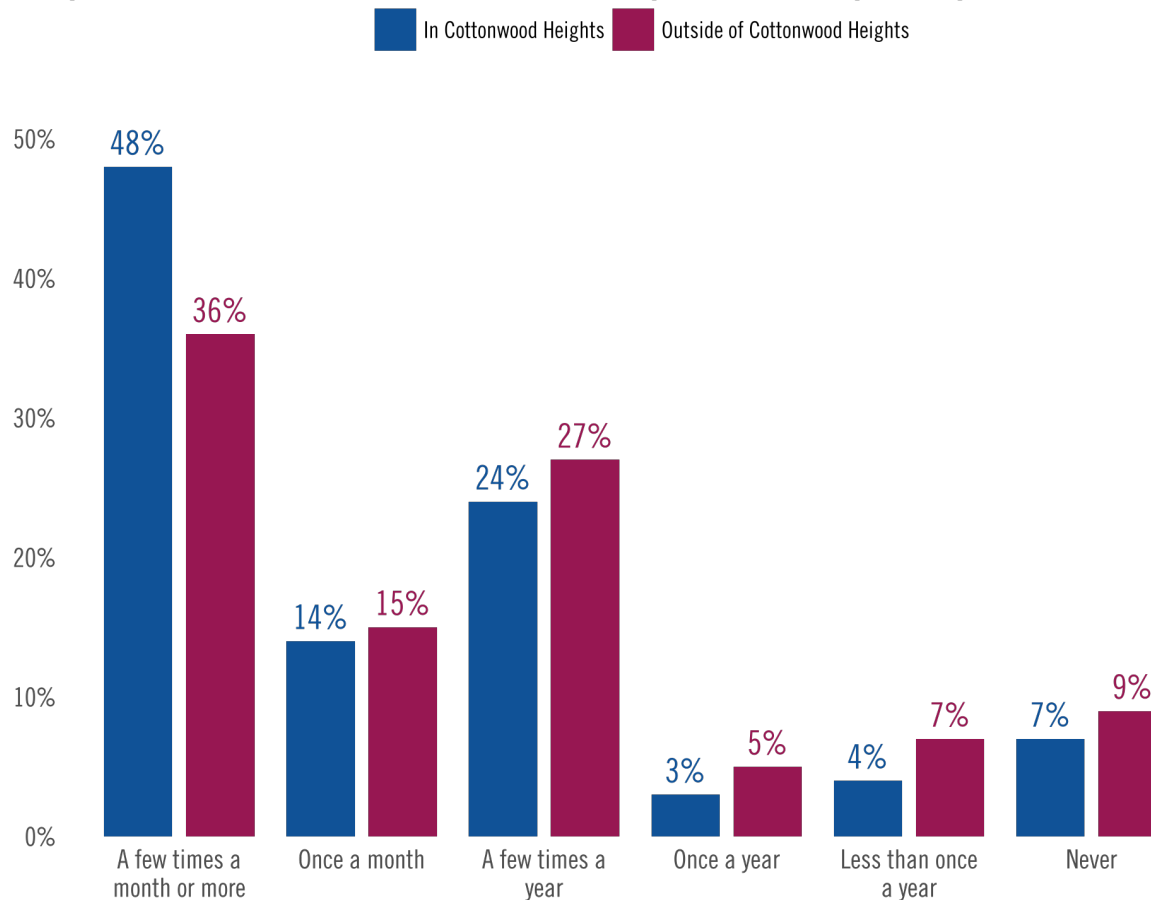
# OUTDOOR RECREATION

Residents visit city parks and open spaces more often than those outside the city.

Q

*How often do you or your family members do each of the following activities?*

Participate in outdoor recreation in parks or open spaces



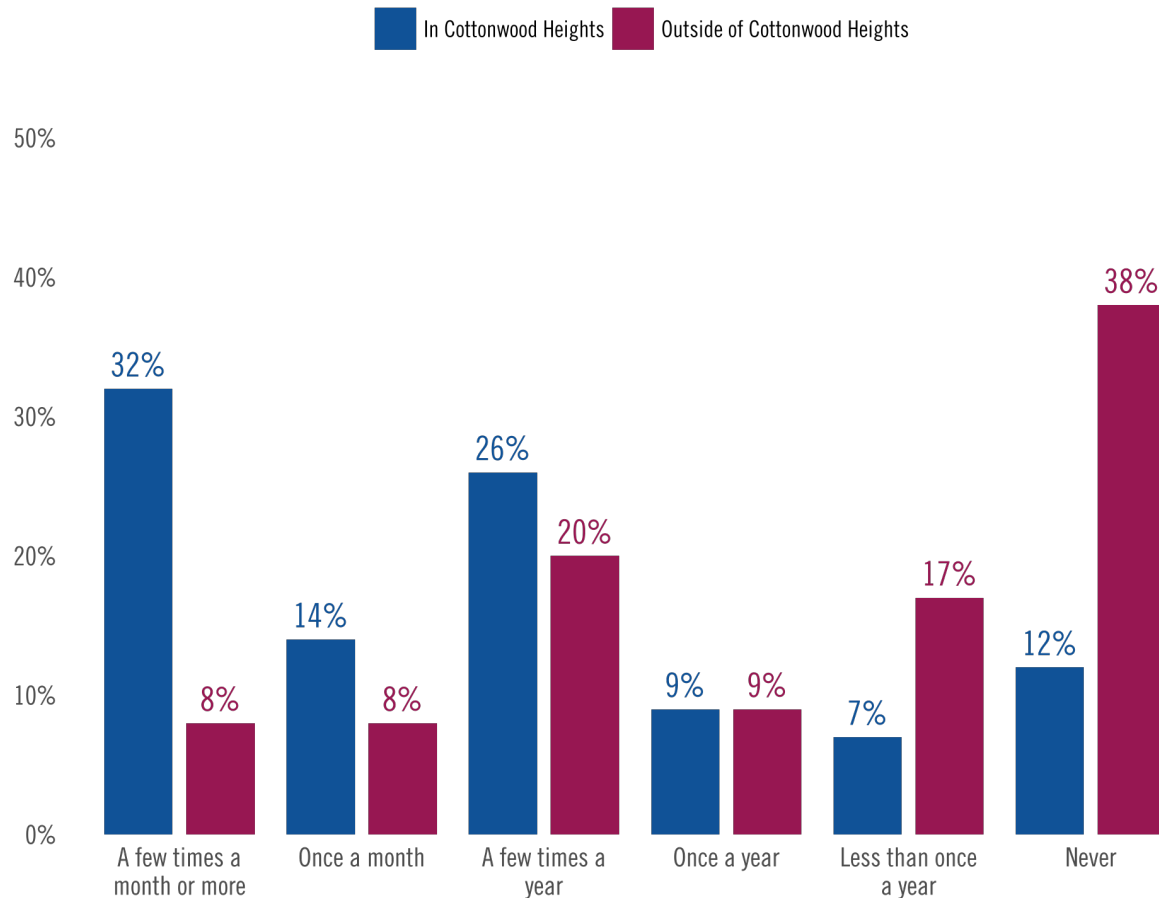
# LIBRARY VISITATION

Many residents do not visit the library, but those who do go to the Whitmore Library much more frequently than a library outside of Cottonwood Heights.

Q

*How often do you or your family members do each of the following activities?*

Visit the Whitmore Library/a library



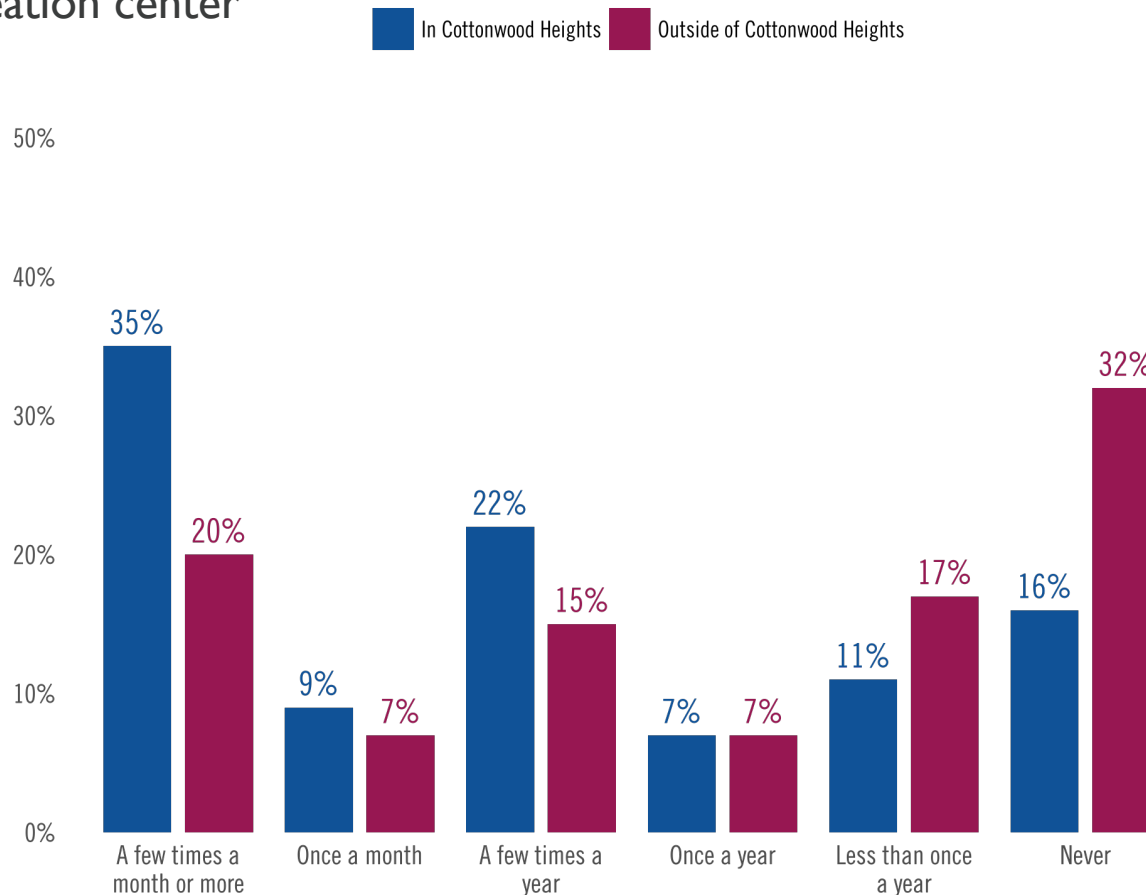
# REC CENTER USE

Similarly, residents who use recreation centers tend to use the Cottonwood Heights Rec Center more than a recreation center outside the city.

Q

*How often do you or your family members do each of the following activities?*

Use or visit the Cottonwood Heights Recreation Center/a public or private recreation center



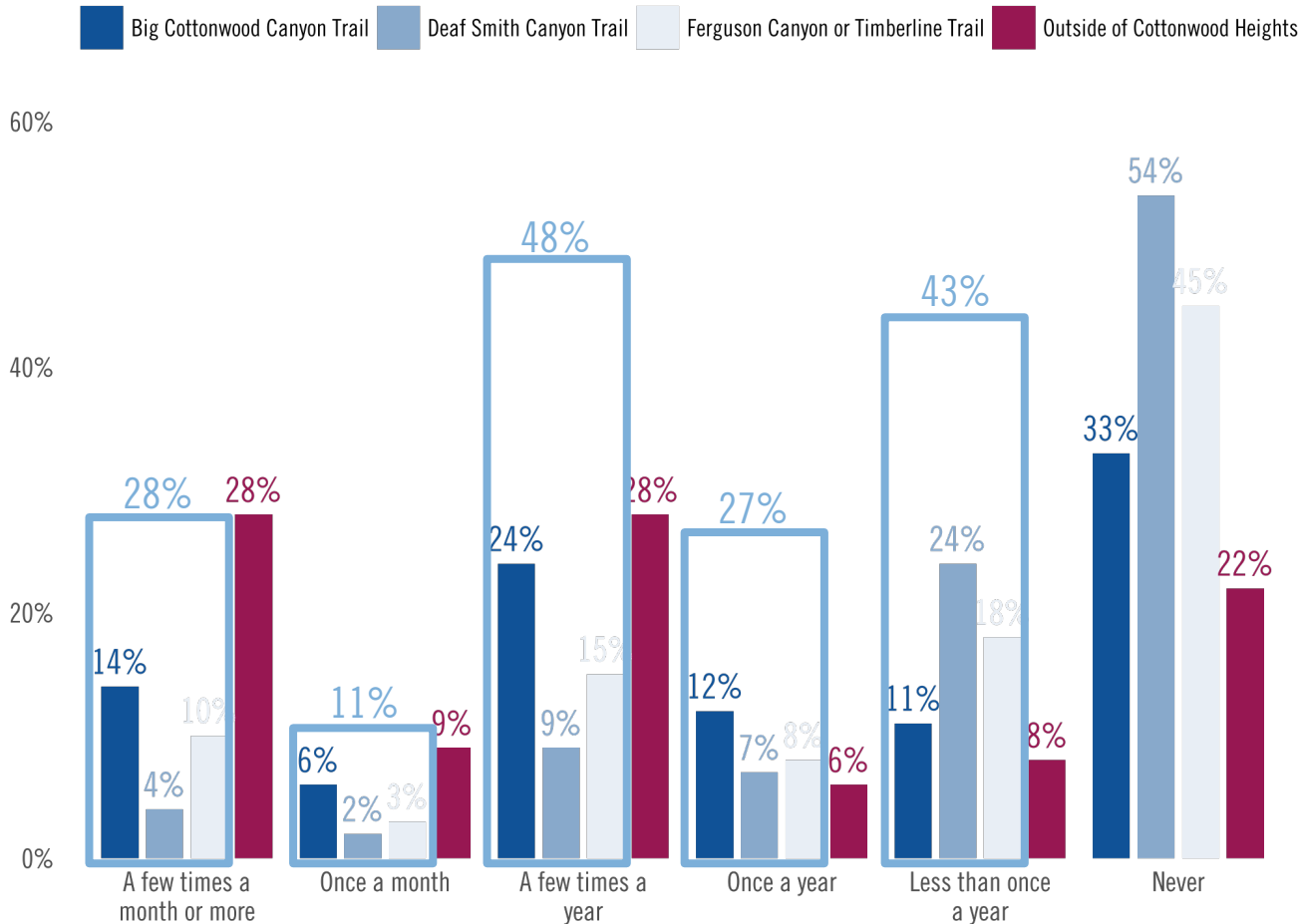
# TRAIL USE

Residents are least familiar with the Deaf Smith Canyon Trail, and tend to visit trails outside the city more often than the individual city trails we tested. However, taken collectively, residents use all city trails as frequently or more often than trails outside the city.

Q

*How often do you or your family members do each of the following activities?*

Use trails or trailheads



TRAFFIC

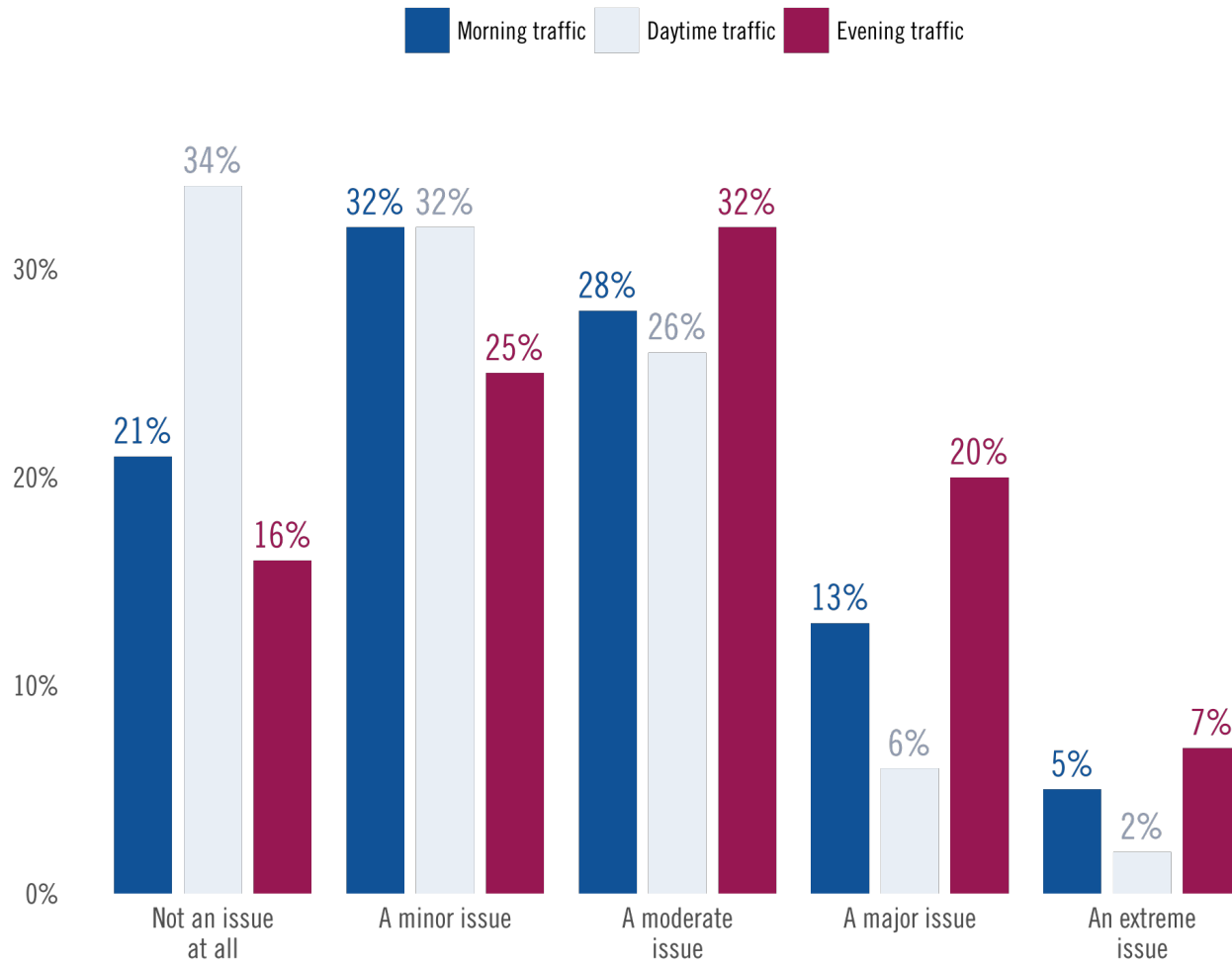


# MAJOR THOROUGHFARE TRAFFIC

Traffic on major thoroughfares is generally a minor to moderate issue, and evening traffic on major thoroughfares is the most problematic.

Q

*Below is a list of conditions that may or may not affect traffic and roads in Cottonwood Heights. Please indicate to what extent each of these conditions is an issue that affects you, personally, in Cottonwood Heights.*

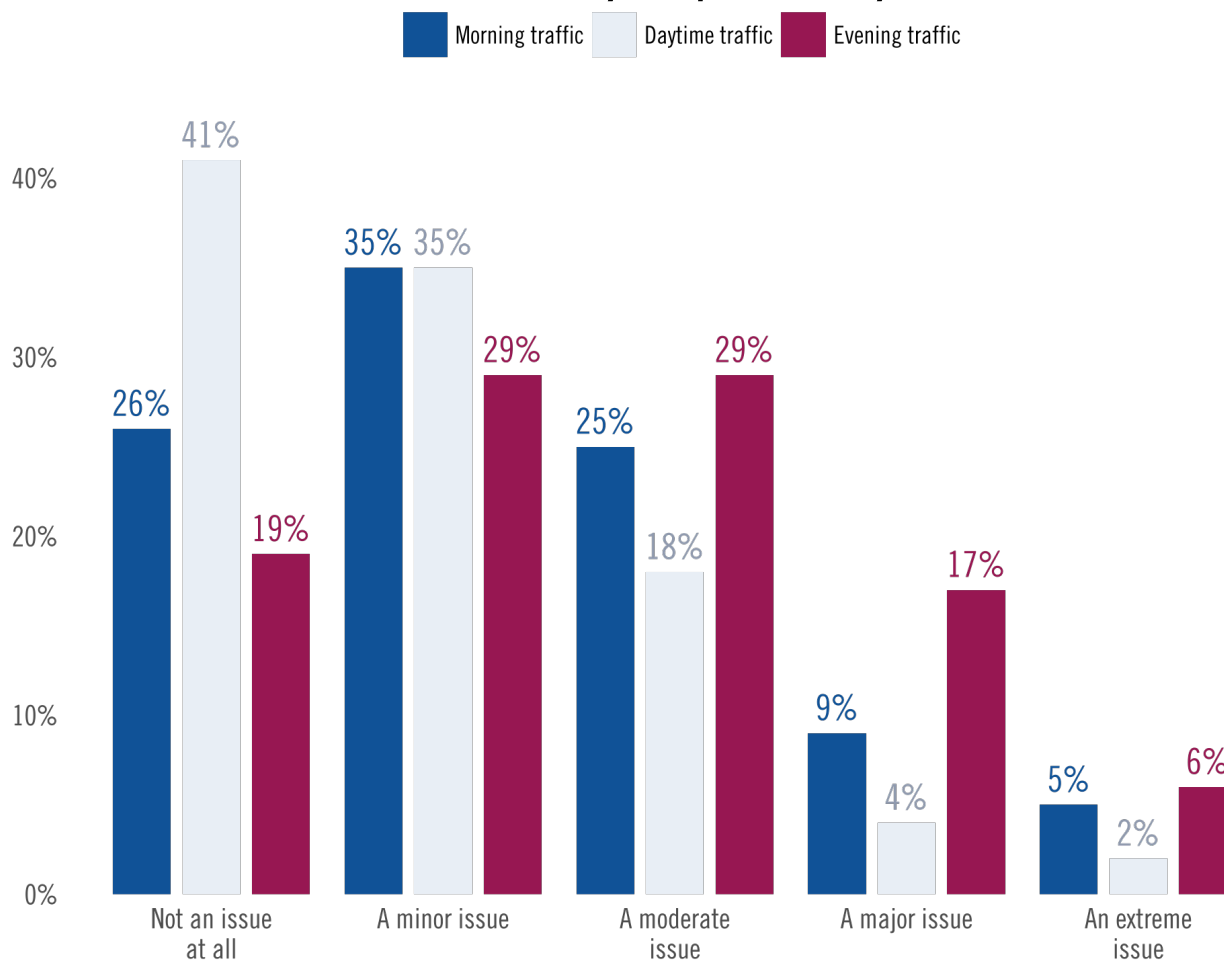


# FREEWAY EXIT AND ONRAMP TRAFFIC

Residents largest complaint regarding freeway exits and onramps is also focused on evening traffic.

Q

*Below is a list of conditions that may or may not affect traffic and roads in Cottonwood Heights. Please indicate to what extent each of these conditions is an issue that affects you, personally, in Cottonwood Heights.*

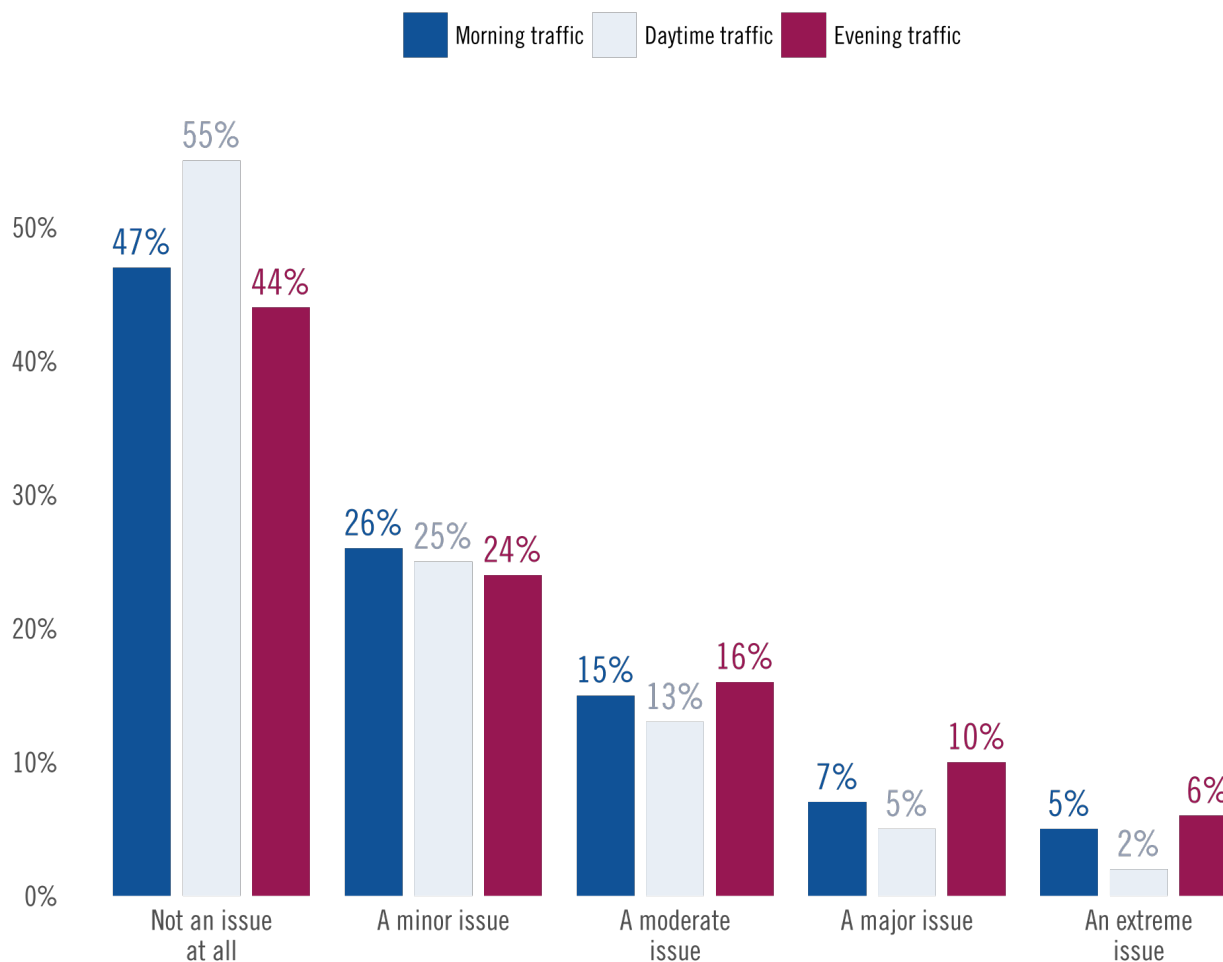


# RESIDENTIAL AREA TRAFFIC

Few residents see residential area traffic as an issue, regardless of the time of day.

Q

*Below is a list of conditions that may or may not affect traffic and roads in Cottonwood Heights. Please indicate to what extent each of these conditions is an issue that affects you, personally, in Cottonwood Heights.*

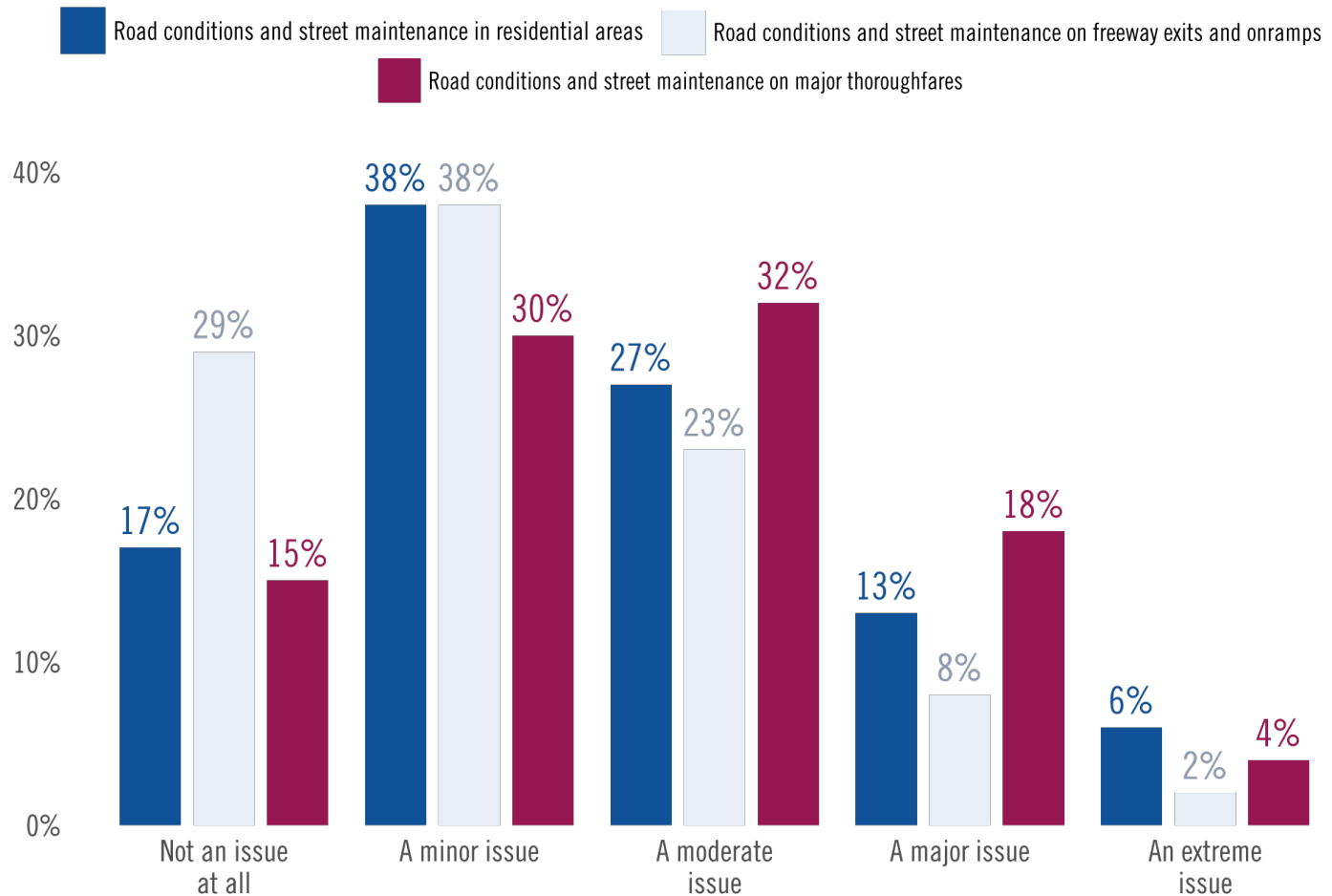


# ROAD CONDITION AND MAINTENANCE

Road conditions on major thoroughfares are seen as the biggest issue.

Q

*Below is a list of conditions that may or may not affect traffic and roads in Cottonwood Heights. Please indicate to what extent each of these conditions is an issue that affects you, personally, in Cottonwood Heights.*



# MASS TRANSIT

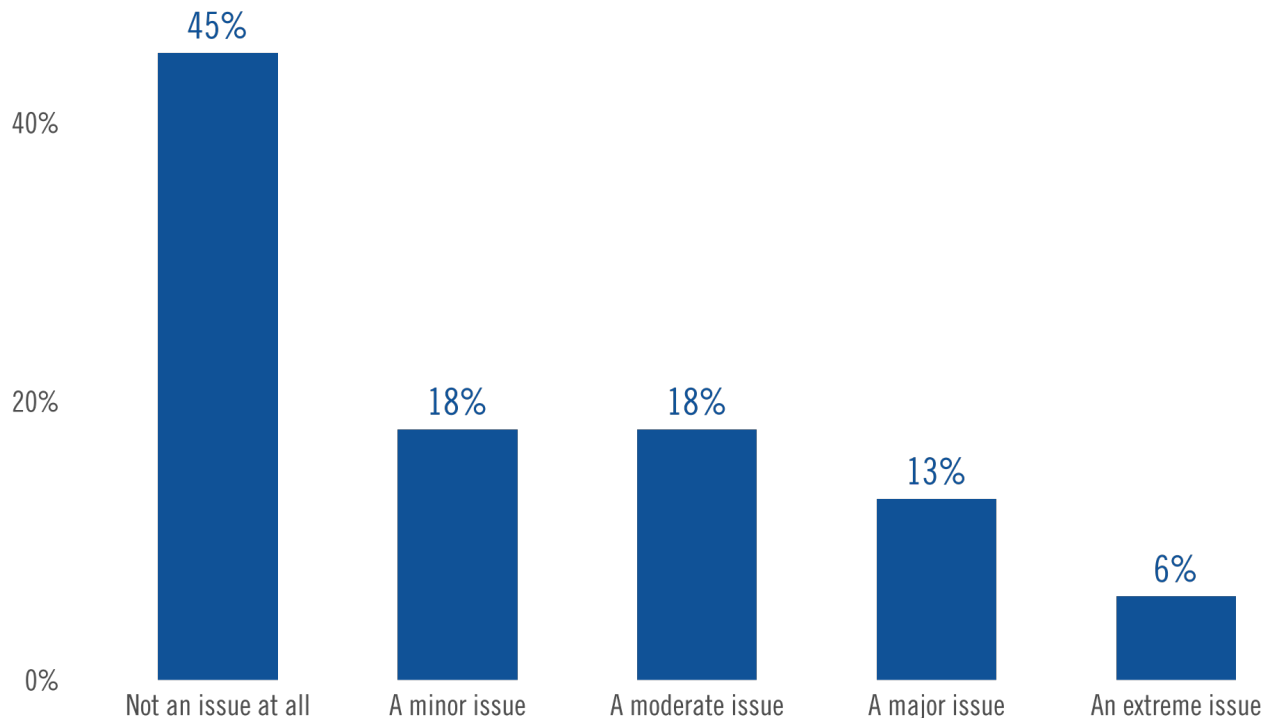
55% of residents have an issue to some degree with the availability of mass transit in the city, with 19% saying it is a major or extreme issue.

Q

*Below is a list of conditions that may or may not affect traffic and roads in Cottonwood Heights. Please indicate to what extent each of these conditions is an issue that affects you, personally, in Cottonwood Heights.*

Availability of mass transit

60%



# BIKE LANES

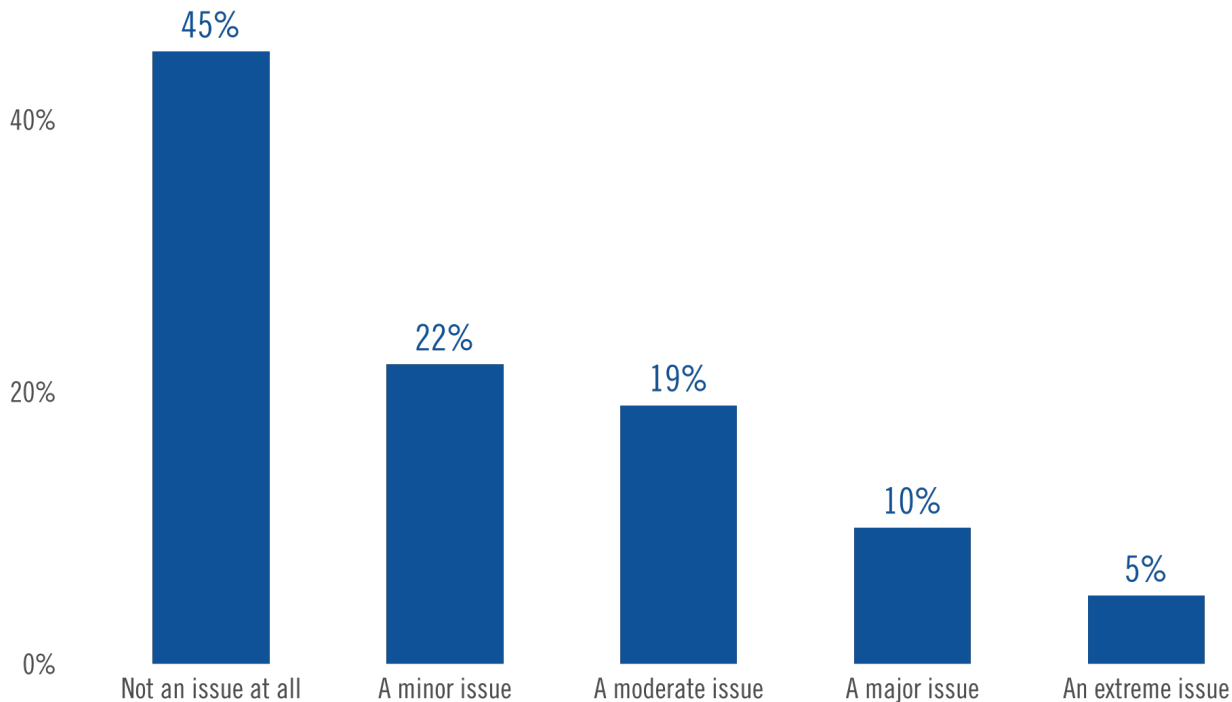
Just under half of residents have no issue with the bike lanes available in the city. 15% feel the availability of bike lanes is a major or extreme issue.

Q

*Below is a list of conditions that may or may not affect traffic and roads in Cottonwood Heights. Please indicate to what extent each of these conditions is an issue that affects you, personally, in Cottonwood Heights.*

Availability of bike lanes

60%



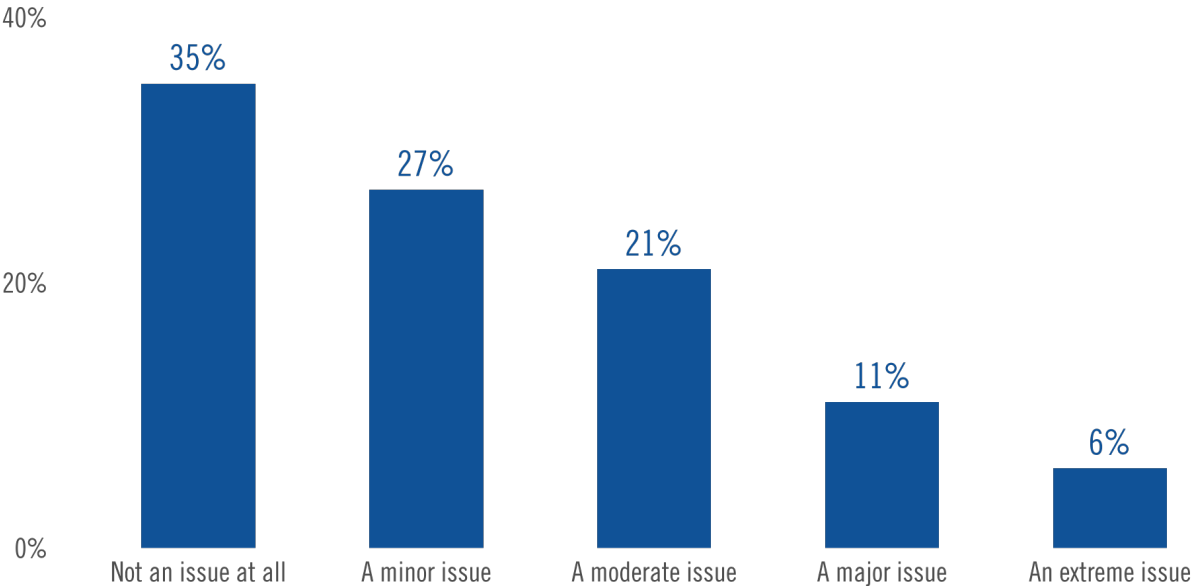
# WALKING ROUTES

About a third of residents are satisfied with the walking routes in the city, while 18% feel that the availability of safe walking routes is a major or extreme issue.

*Q Below is a list of conditions that may or may not affect traffic and roads in Cottonwood Heights. Please indicate to what extent each of these conditions is an issue that affects you, personally, in Cottonwood Heights.*

Availability of safe walking routes

60%



# SKI TRAFFIC

Nearly half of residents feel ski traffic is a minor to moderate issue, while a quarter feel it is a major to extreme issue.

Q

*Below is a list of conditions that may or may not affect traffic and roads in Cottonwood Heights. Please indicate to what extent each of these conditions is an issue that affects you, personally, in Cottonwood Heights.*

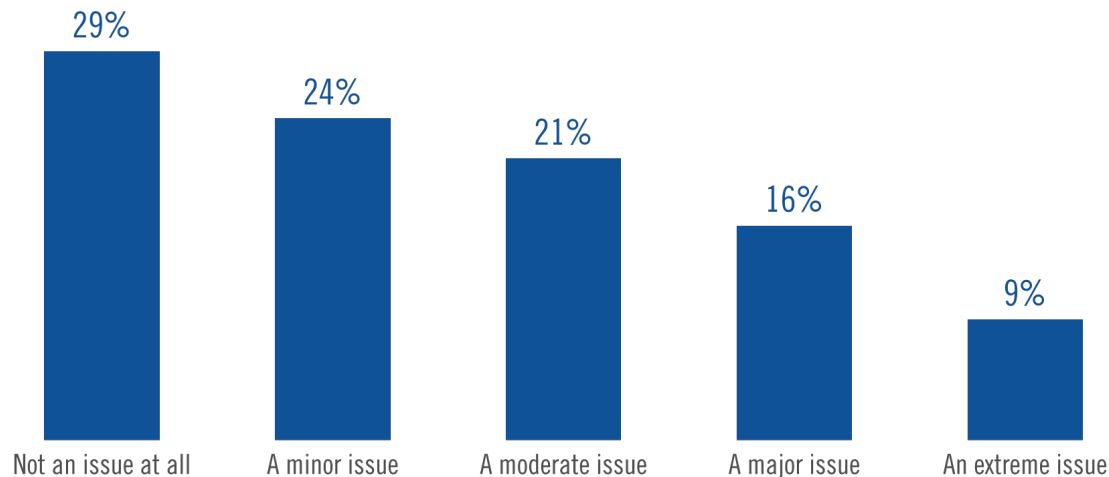
Seasonal canyon or ski traffic

60%

40%

20%

0%





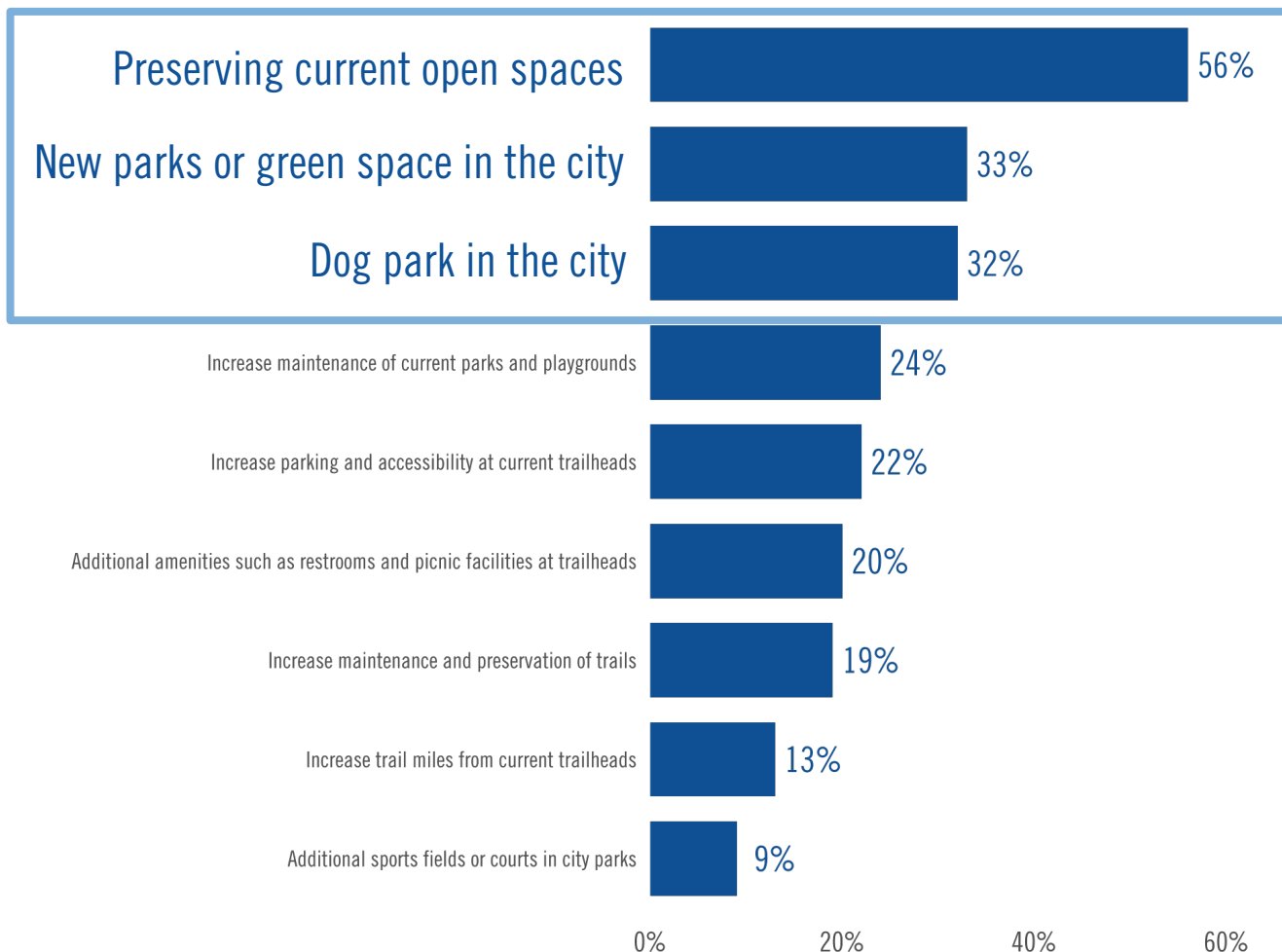
# CITY IMPROVEMENTS & FUNDING

# INVESTING IN PARKS & OPEN SPACES

A majority of residents would like to see the city preserve its current open spaces. A third of residents would like to see new parks or a dog park, respectively.

Q

*Below is a list of potential ways Cottonwood Heights could invest in city parks and open spaces. Which of the following parks and open space investments would you most like to see the City prioritize? Select up to three.*

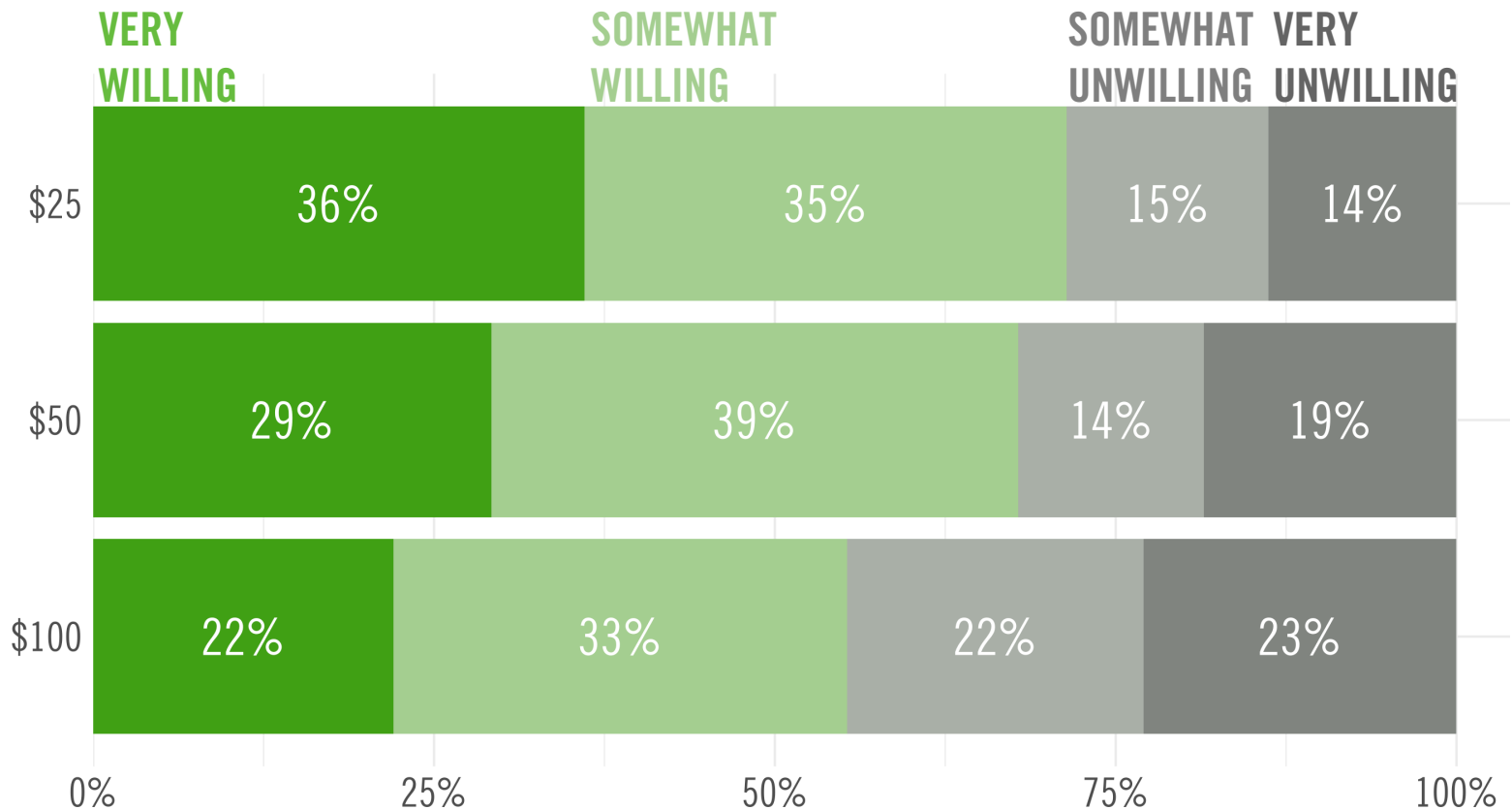


# PARKS & OPEN SPACE FUNDING

A majority of residents would be willing to pay up to \$100 for park and open space improvements in the city, but the strongest majority support is for a \$25/year fee.

Q

*How willing would you be to pay an additional \$\_\_\_\_\_ per year if you knew the funding would be used for **upgrades and improvements to parks, trails, and open spaces in Cottonwood Heights?***

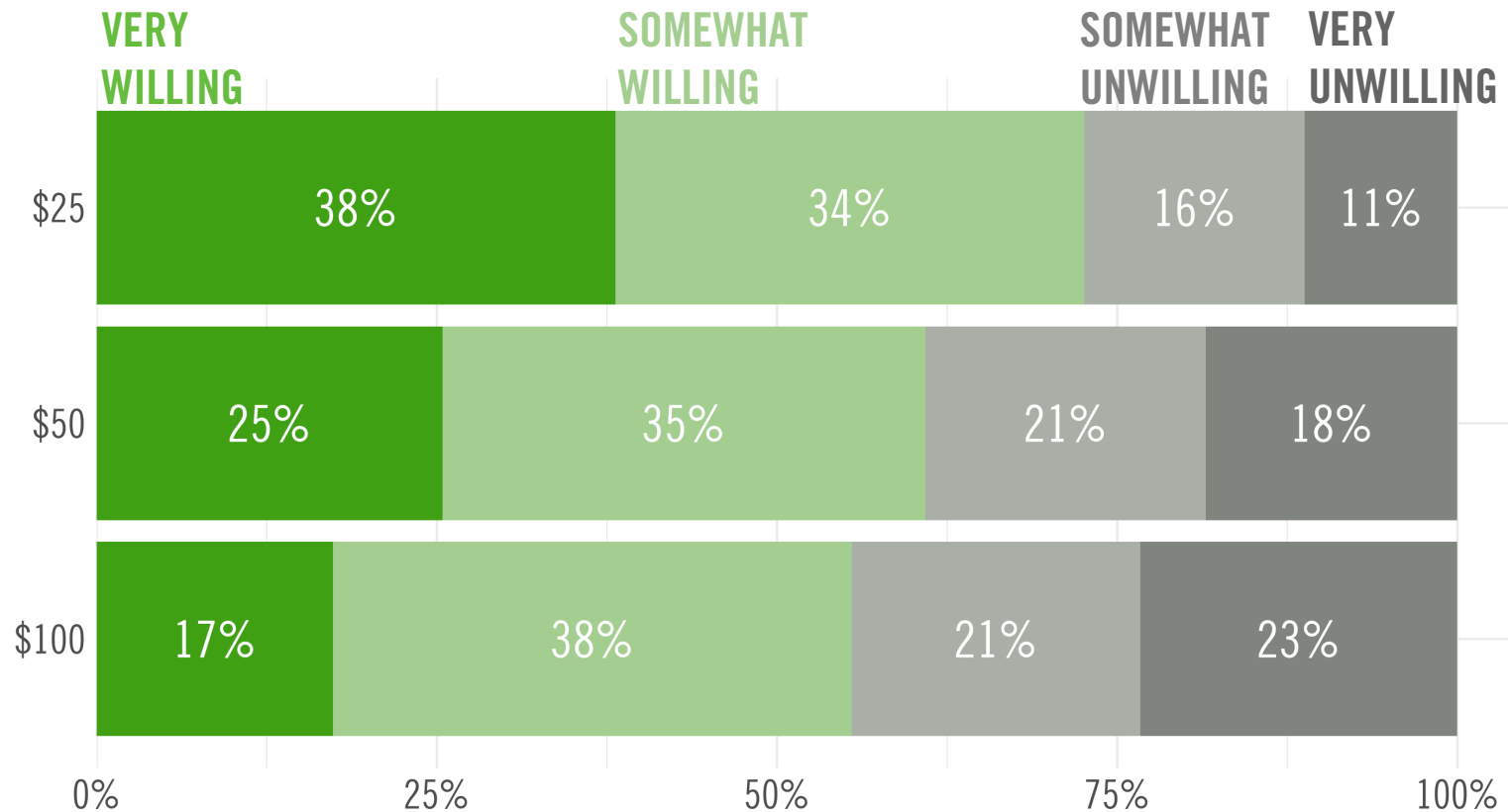


# ROAD IMPROVEMENT FUNDING

A majority of residents would also be willing to pay for increased street maintenance in the city, but again the strongest majority favors a \$25/year fee.

Q

*How willing would you be to pay an additional \$\_\_\_\_\_ per year if you knew the funding would be used for **increased maintenance and repairs to streets and roads in Cottonwood Heights?***



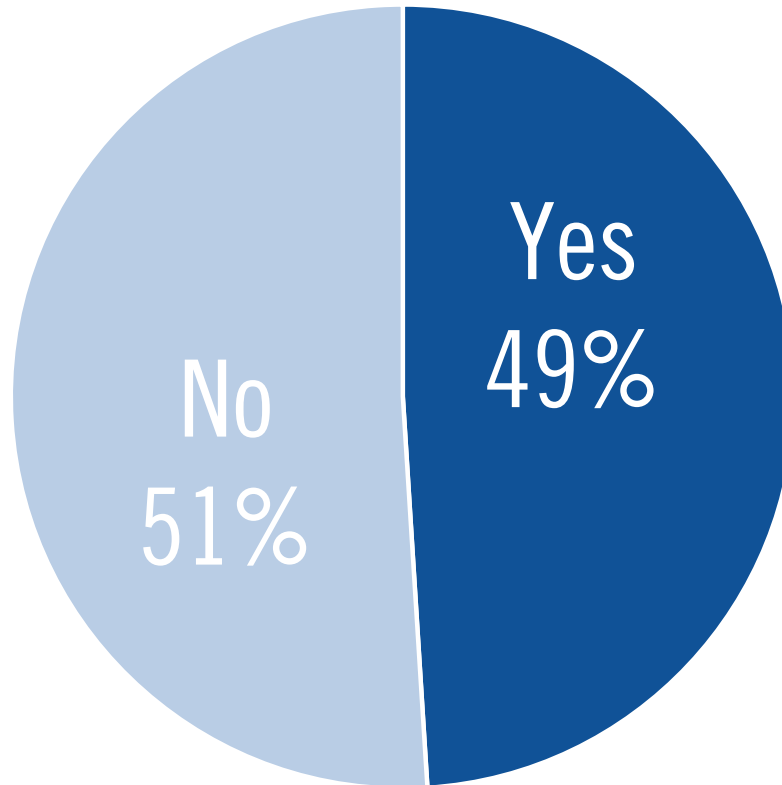
# ACCESSORY DWELLING UNITS

# AWARENESS

About half of residents are aware of ADUs in their neighborhood.

Q

*Are you aware of renters in your neighborhood who currently occupy accessory dwelling units, commonly known as “mother-in-law” or “basement apartments”?*

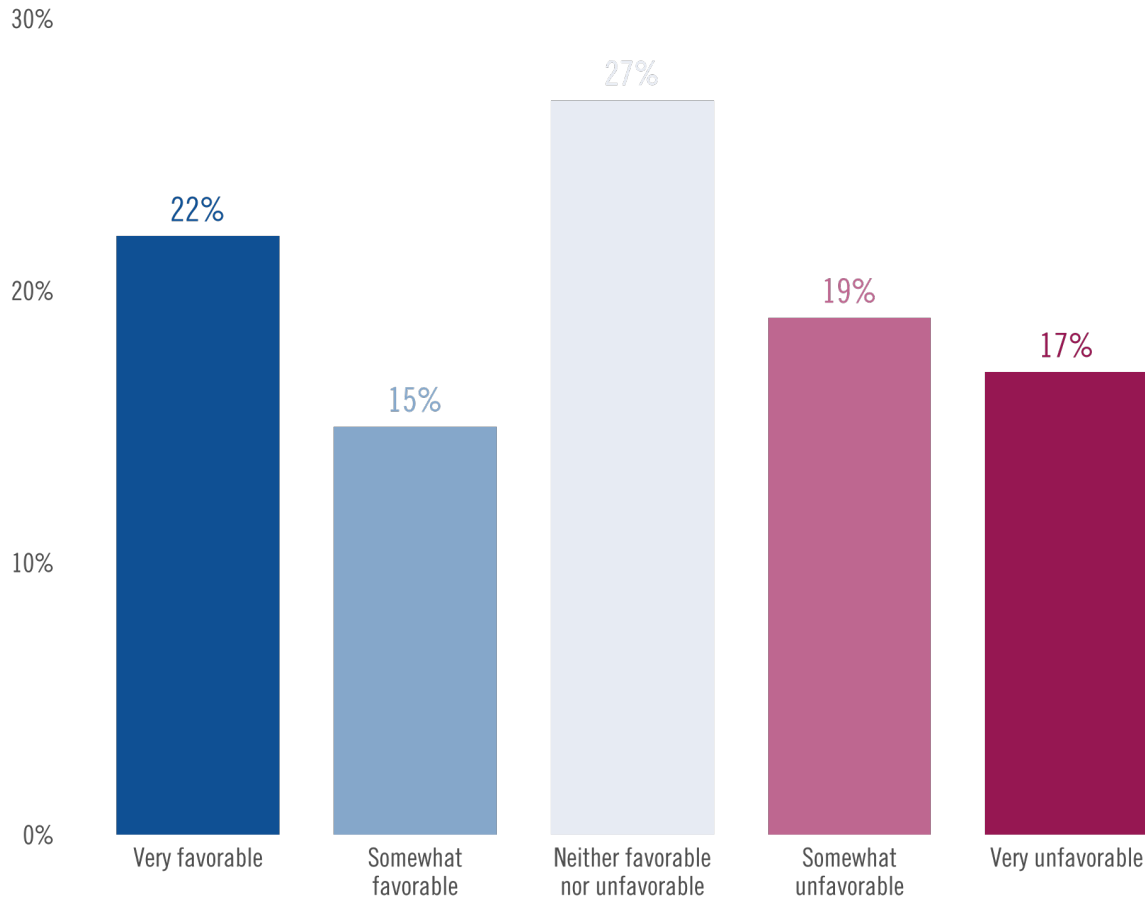


# FAVORABILITY

Among those residents who are aware of ADUs in their neighborhood, 37% have a favorable opinion of them, 36% have an unfavorable opinion.

Q

*Based on your personal experiences or things you have heard, do you generally have a favorable or unfavorable view of accessory dwelling units, commonly known as mother-in-law or basement apartments?*



# POSITIVE FAVORABILITY FOLLOW UP

Among the third of residents with positive views of ADUs, some of the reasons cited included income generated for homeowners, affordable housing, and freedom from government regulation.

Q

*Please briefly describe why you have a favorable view of accessory dwelling units, commonly known as “mother-in-law” or “basement apartments.”*

*“Because affordable housing is a critical issue and I believe homeowners should be able to generate income from their property.”*

*“As long as property is kept maintained, parking is off street, and tenants kept to a minimum, it’s fine. If any one of those changes, then I would not allow the rental to continue as such.”*

*“Having a basement apartment or separate living quarters for family is a family decision. Not a governmental decision.”*



# NEGATIVE FAVORABILITY FOLLOW UP

Among those with negative opinions of ADUs, residents say the tenants are neglectful and that they lower property values.

Q

*Please briefly describe why you have an unfavorable view of accessory dwelling units, commonly known as “mother-in-law” or “basement apartments.”*

*“The renters trash the residences and become eyesores.”*

*“Physical neglect of location. Noise. No engagement with community.”*

*“Its against the zoning laws, which seem to be ignored by Cottonwood Heights.”*

*“Devalues property values, issues with parking, potential problems with renters”*

*“Typically invites people who aren't as invested in keeping the neighborhood and community nice.”*

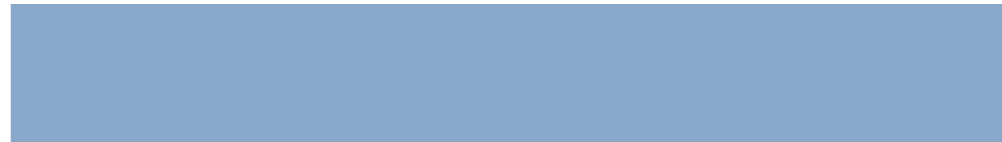
# PREFERRED COURSE OF ACTION

Nearly half of residents prefer amending the city code to address ADUs.

Q

*Currently, the Cottonwood Heights City Code prohibits homeowners from renting out portions of their homes as accessory dwelling units, sometimes known as "mother-in-law" or "basement apartments." However, Cottonwood Heights does not currently enforce this code, and allows residents to rent out portions of their home without regulation. Knowing this, which of the following courses of action would you prefer the City take regarding accessory dwelling units?*

**Amend the City Code** to allow homeowners to rent out portions of their homes as accessory dwelling units and ensure that these practices are regulated



46%

**Take no action; do not amend or enforce the current City Code**, therefore continuing to allow homeowners to rent out portions of their homes as accessory dwelling units without regulation and not evicting those renters currently occupying accessory dwelling units



34%

**Enforce the current City Code** and evict those renters currently occupying accessory dwelling units



20%

0%

10%

20%

30%

40%

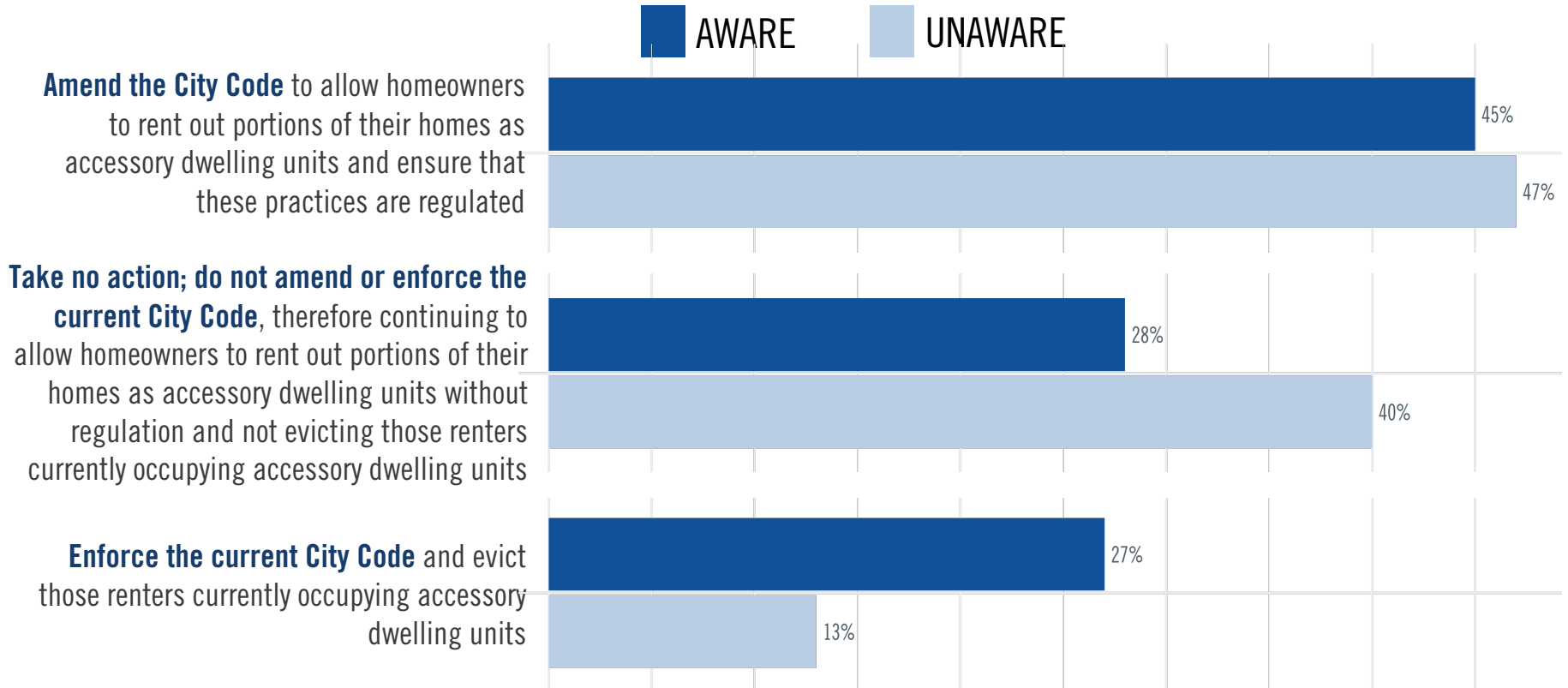
50%

# PREFERRED COURSE OF ACTION

Amending the city code is the most popular course of action whether respondents are aware of ADUs in their own neighborhoods or not.

Q

*Currently, the Cottonwood Heights City Code prohibits homeowners from renting out portions of their homes as accessory dwelling units, sometimes known as mother-in-law or basement apartments. However, Cottonwood Heights does not currently enforce this code, and allows residents to rent out portions of their home without regulation. Knowing this, which of the following courses of action would you prefer the City take regarding accessory dwelling units?*

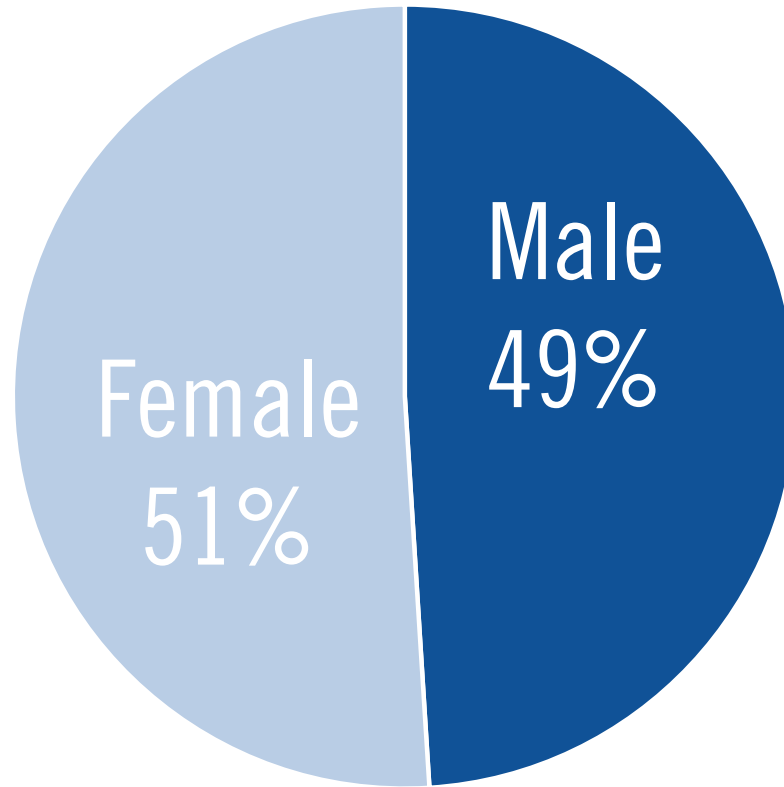


# DEMOGRAPHICS

# GENDER

Q

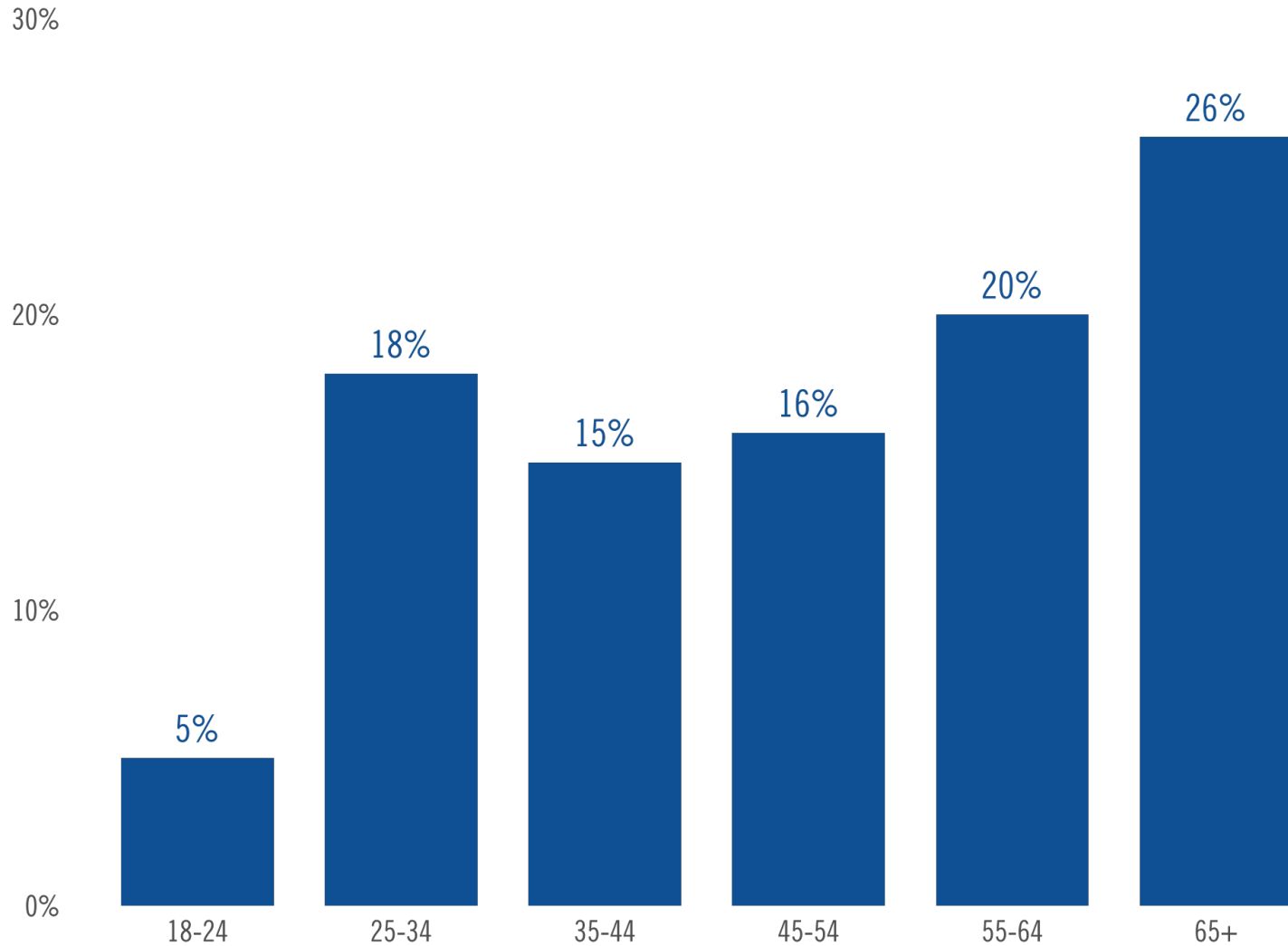
*What is your gender?*



# AGE

Q

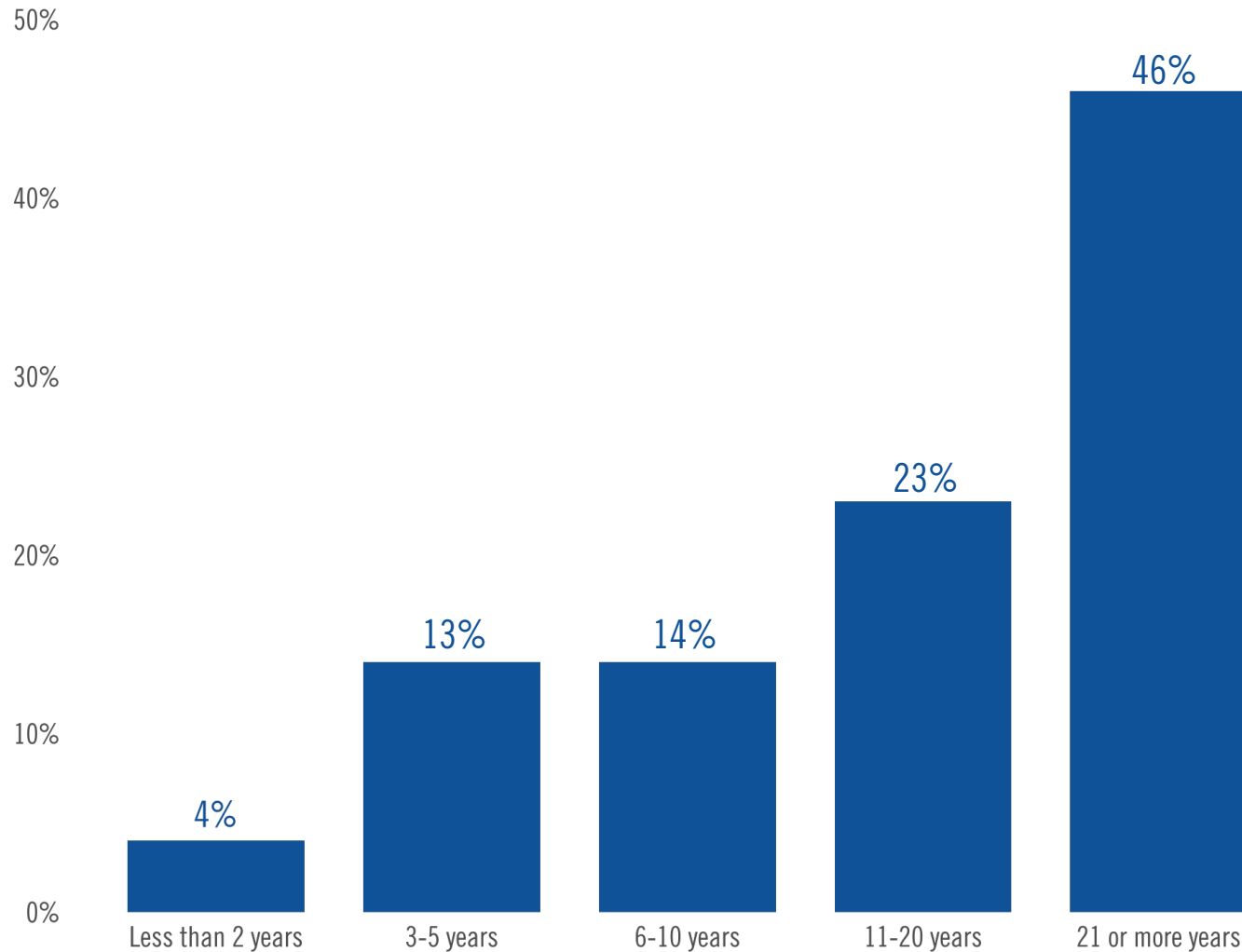
*Please select your age group:*



# TIME LIVED IN COTTONWOOD HEIGHTS

Q

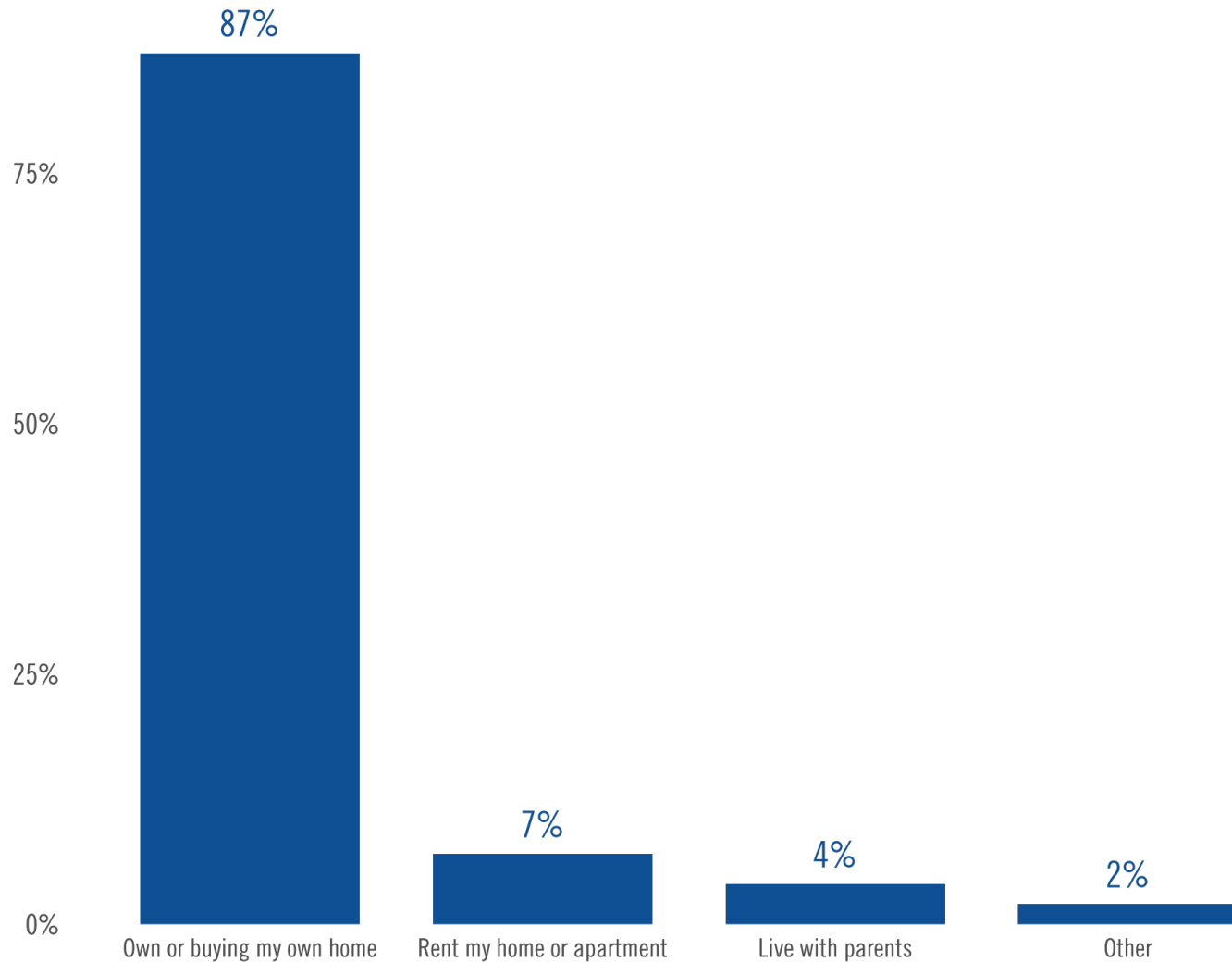
*How long have you lived in Cottonwood Heights?*



# HOME OWNERSHIP

Q

*Which of the following best describes where you are currently living?*

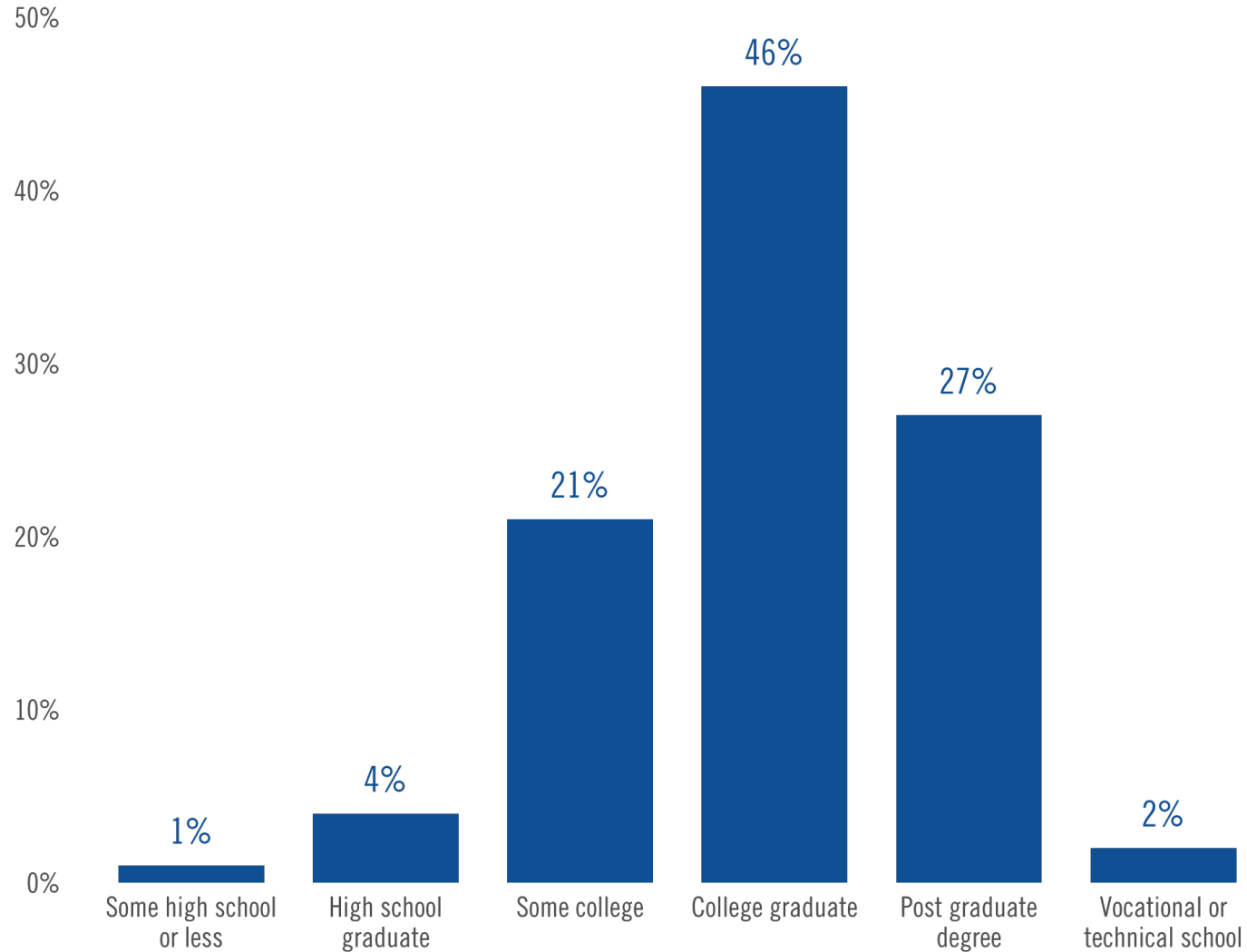




# EDUCATION

Q

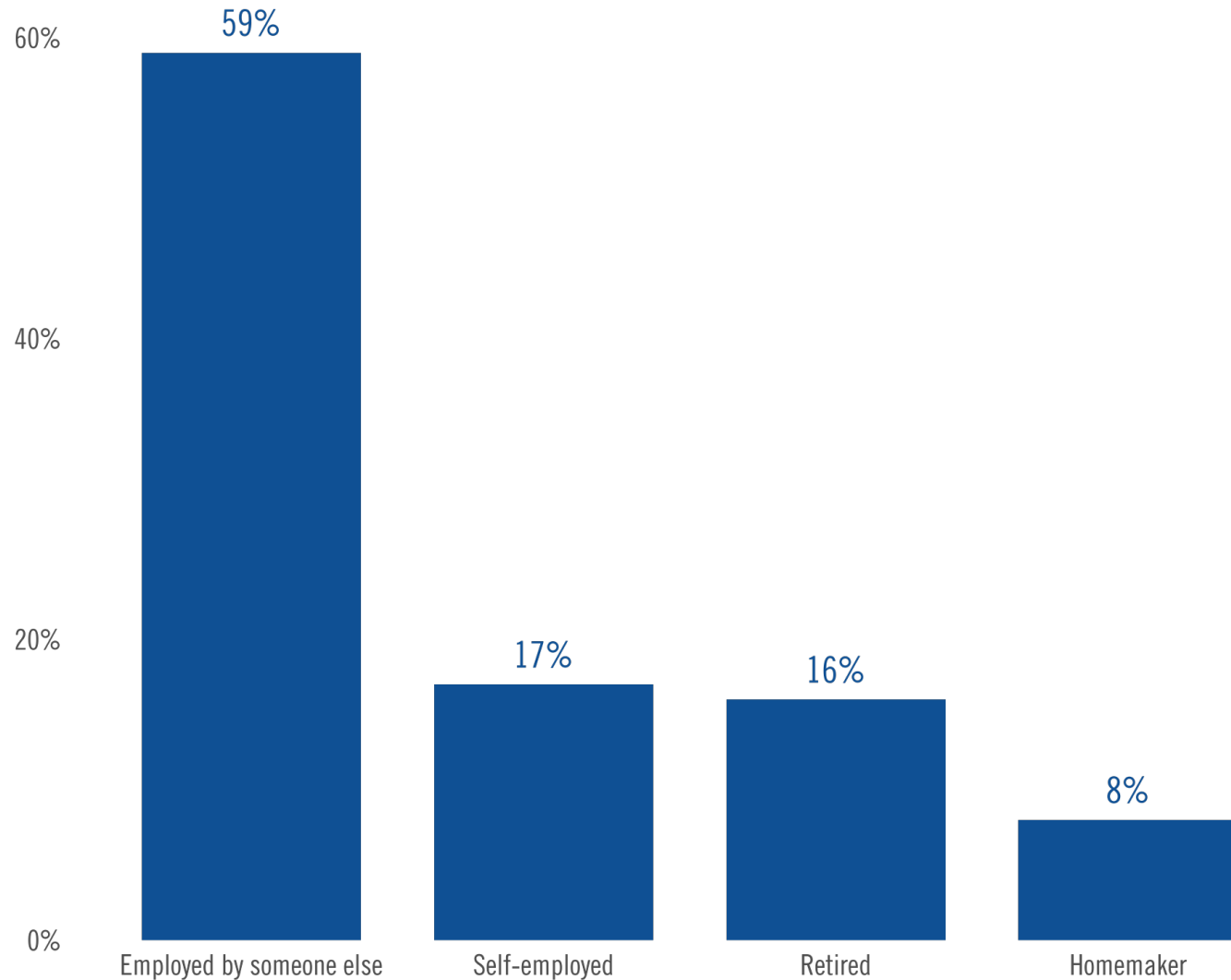
*What is the last year of school you completed?*



# EMPLOYMENT

Q

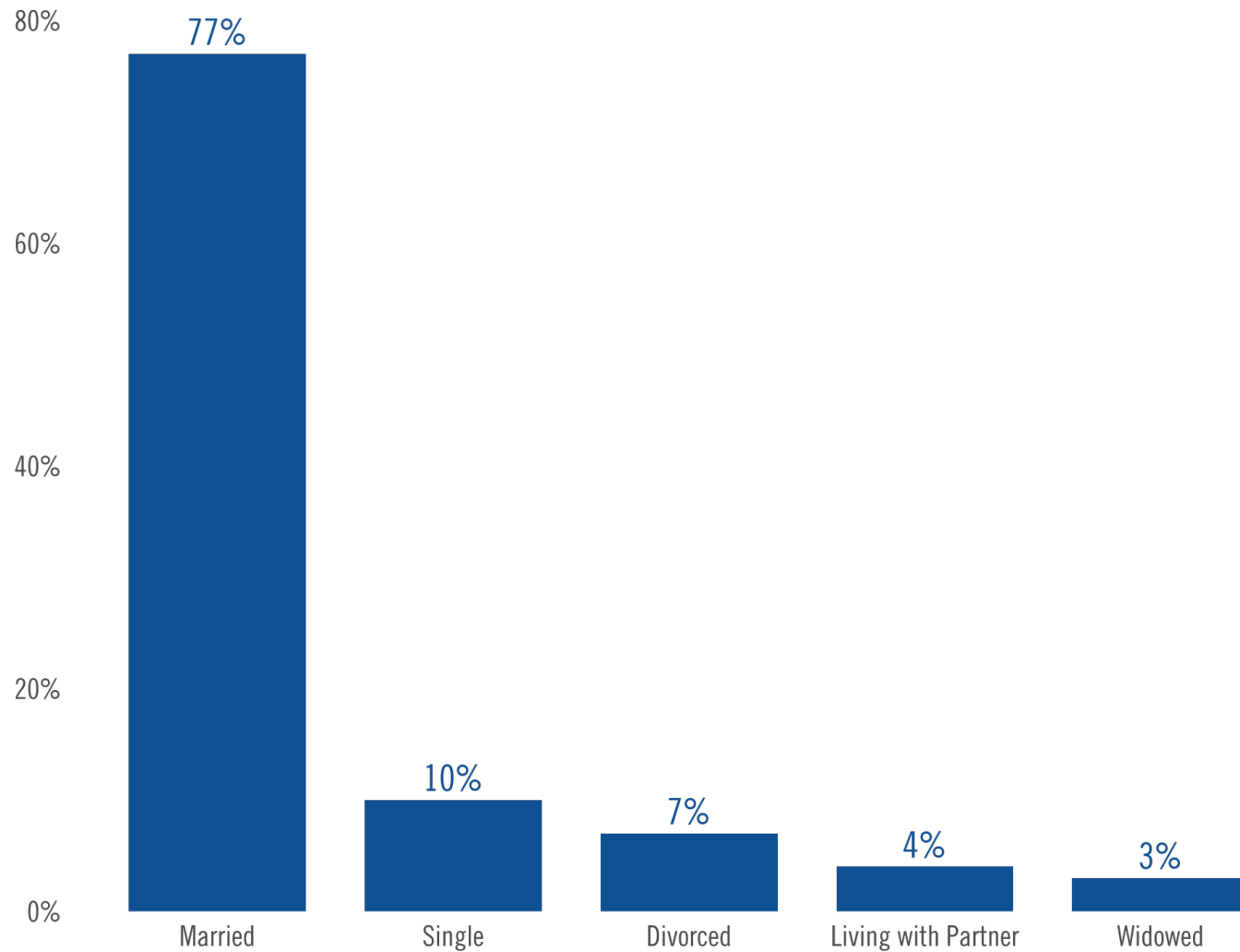
*What is your employment status*



# MARITAL STATUS

Q

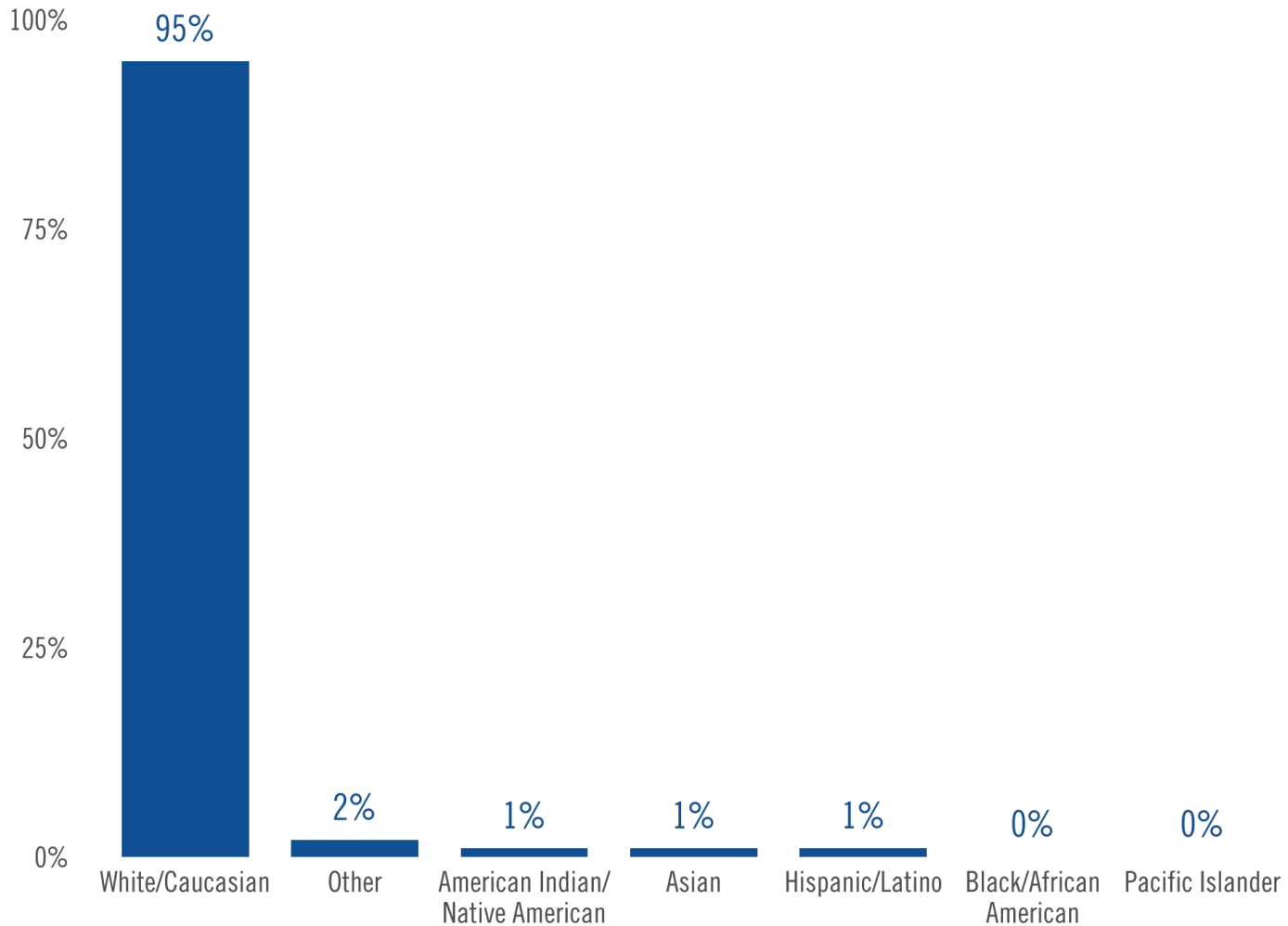
*Are you currently...*



# RACE

Q

*Are you:*

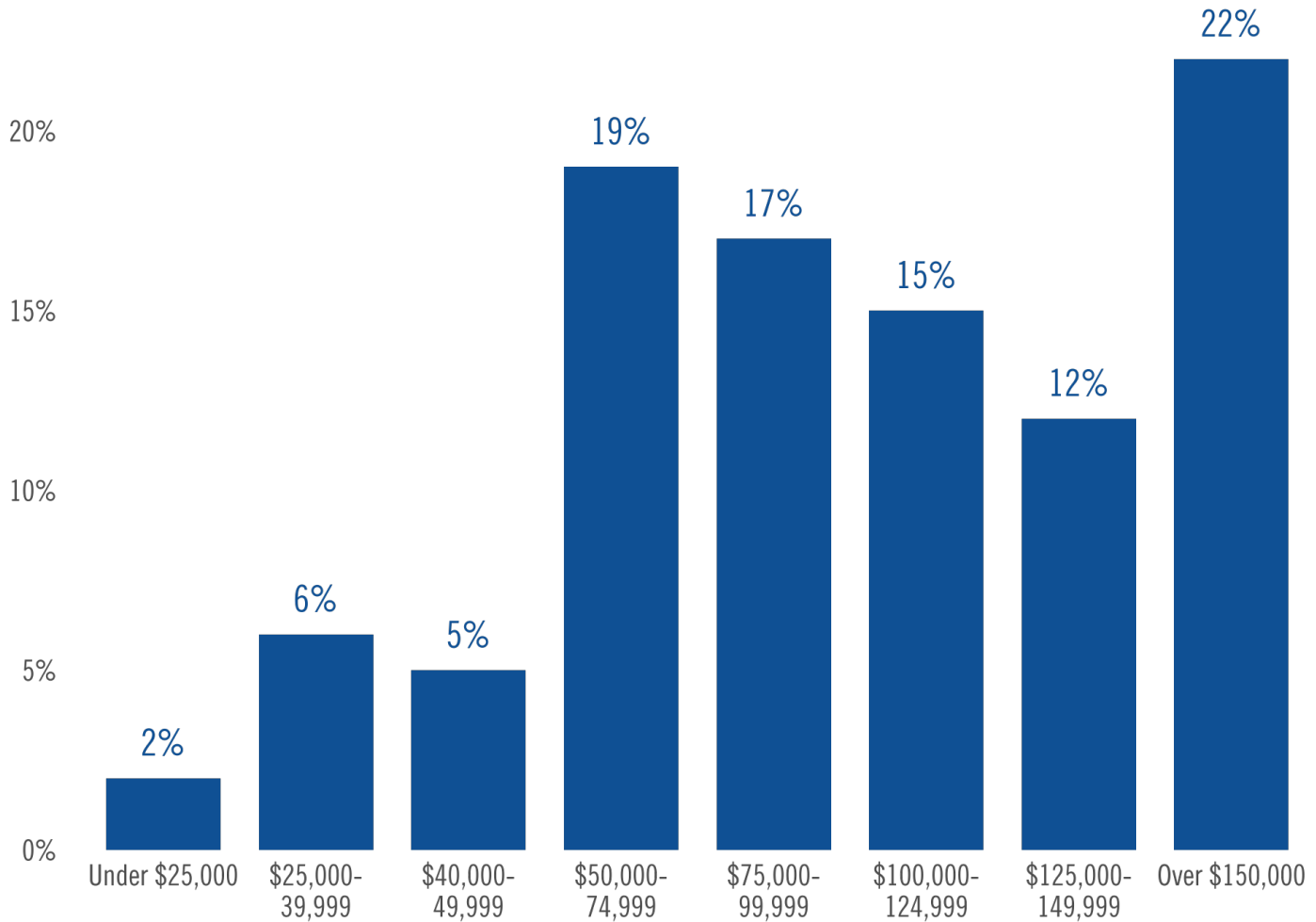


# INCOME

Q

*What do you expect your 2017 family income to be?*

25%





Scott Riding, Managing Partner  
Kelly Patterson, PhD, Founding Partner  
Kyrene Gibb, Director of Research  
Salt Lake City, UT  
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